# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 12, 1980

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | NAT'L LEAGUE CHAMP GM 5(S) | 27.8 | 21,630 |
| 2 | PLAYING FOR TIME(S) | 26.2 | 20,380 |
| 3 | J.CARSON ANNIVERSARY SPEC(S) | 25.6 | 19,920 |
| 4 | REAL PEOPLE | 23.7 | 18,440 |
| 4 | 60 MINUTES | 23.7 | 18,440 |
| 6 | DUKES OF HAZZARD | 23.5 | 18,280 |
| 7 | LITTLE HOUSE-PRAIRIE | 23.4 | 18,210 |
| 7 | NAT'L LEAGUE CHAMP GM 4(S) | 23.4 | 18,210 |
| 9 | ABC SUNDAY NIGHT MOVIE# | 21.9 | 17,040 |
| 9 | AMER. LEAGUE CHAMP GM 2(S) | 21.9 | 17,040 |
| 11 | NAT'L LEAGUE CHAMP GM 1(S) | 21.6 | 16,800 |
| 12 | BIG EVENT | 21.3 | 16,570 |
| 12 | NAT'L LEAGUE CHAMP GM 2(S) | 21.3 | 16,570 |
| 14 | NAT'L LEAGUE CHAMP POST(S) | 21.2 | 16,490 |
| 14 | NBC THURSDAY NIGHT MOVIES | 21.2 | 16,490 |
| 16 | AMER. LEAGUE CHAMP GM 3(S) | 20.5 | 15,950 |
| 16 | CASTAWAYS-GILLIGANS ISLND(S) | 20.5 | 15,950 |
| 16 | DALLAS | 20.5 | 15,950 |
| 16 | THAT'S INCREDIBLE | 20.5 | 15,950 |
| 20 | MEN WHO RATE A '10'(S) | 20.4 | 15,870 |
| 20 | TO FIND MY SON(S) | 20.4 | 15,870 |
| 22 | NBC MOVIE OF THE WEEK | 19.8 | 15,400 |
| 23 | NFL MONDAY NIGHT FOOTBALL | 19.6 | 15,250 |
| 24 | NBC TUESDAY NIGHT MOVIE | 19.4 | 15,090 |
| CONT'D | | | |
| 25 | PERFECT MATCH(S) | 19.3 | 15,020 |
| 26 | CHIPS# | 18.8 | 14,630 |
| 27 | STEVE MARTIN SPECIAL(S) | 17.9 | 13,930 |
| 28 | LOVE BOAT SPECIAL(S) | 17.8 | 13,850 |
| 29 | M*A*S*H | 17.5 | 13,620 |
| 30 | LOVE BOAT | 17.4 | 13,540 |

### TOTAL PERSONS (2+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | NAT'L LEAGUE CHAMP GM 5(S) | 19.8 | 41,250 |
| 2 | DUKES OF HAZZARD | 18.5 | 38,560 |
| 3 | ABC SUNDAY NIGHT MOVIE# | 17.8 | 37,100 |
| 4 | J.CARSON ANNIVERSARY SPEC(S) | 17.5 | 36,570 |
| 5 | PLAYING FOR TIME(S) | 16.4 | 34,240 |
| 6 | REAL PEOPLE | 16.2 | 33,880 |
| 7 | LITTLE HOUSE-PRAIRIE | 16.0 | 33,300 |
| 8 | CHIPS# | 15.8 | 32,990 |
| 9 | 60 MINUTES | 14.8 | 30,920 |
| 10 | NAT'L LEAGUE CHAMP GM 4(S) | 14.7 | 30,680 |
| 11 | BIG EVENT | 14.6 | 30,510 |
| 12 | DALLAS | 14.4 | 30,040 |
| 13 | CASTAWAYS-GILLIGANS ISLND(S) | 14.1 | 29,460 |
| 14 | THAT'S INCREDIBLE | 13.8 | 28,820 |
| 15 | DISNEY'S WONDERFUL WORLD | 13.6 | 28,470 |
| 16 | NBC THURSDAY NIGHT MOVIES | 13.3 | 27,820 |
| 17 | LOVE BOAT SPECIAL(S) | 13.2 | 27,580 |
| 18 | TO FIND MY SON(S) | 13.0 | 27,220 |
| 19 | LOVE BOAT | 12.9 | 26,880 |
| 20 | NAT'L LEAGUE CHAMP GM 1(S) | 12.8 | 26,640 |
| 21 | AMER. LEAGUE CHAMP GM 3(S) | 12.7 | 26,510 |
| 22 | AMER. LEAGUE CHAMP GM 2(S) | 12.6 | 26,390 |
| 23 | MEN WHO RATE A '10'(S) | 12.6 | 26,310 |
| 24 | NAT'L LEAGUE CHAMP POST(S) | 12.6 | 26,200 |
| CONT'D | | | |
| 25 | NAT'L LEAGUE CHAMP GM 2(S) | 12.5 | 26,150 |
| 26 | NBC TUESDAY NIGHT MOVIE | 12.5 | 26,090 |
| 27 | PERFECT MATCH(S) | 12.0 | 25,050 |
| 28 | THOSE AMAZING ANIMALS | 12.0 | 25,010 |
| 29 | GAMES PEOPLE PLAY# | 11.8 | 24,560 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 12, 1980

## NIELSEN AVERAGE AUDIENCE

### WOMEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | PLAYING FOR TIME(S) | 21.8 | 17,810 |
| 2 | J.CARSON ANNIVERSARY SPEC(S) | 21.8 | 17,760 |
| 3 | LITTLE HOUSE-PRAIRIE | 20.6 | 16,790 |
| 4 | REAL PEOPLE | 19.3 | 15,730 |
| 5 | NAT'L LEAGUE CHAMP GM 5(S) | 18.6 | 15,160 |
| 6 | 60 MINUTES | 18.4 | 14,970 |
| 7 | DUKES OF HAZZARD | 18.2 | 14,830 |
| 8 | DALLAS | 17.8 | 14,530 |
| 9 | NBC THURSDAY NIGHT MOVIES | 17.5 | 14,250 |
| 10 | BIG EVENT | 17.5 | 14,230 |
| 11 | TO FIND MY SON(S) | 17.4 | 14,170 |
| 12 | PERFECT MATCH(S) | 17.2 | 14,040 |
| 13 | MEN WHO RATE A '10'(S) | 17.2 | 13,990 |
| 14 | LOU GRANT# | 16.2 | 13,190 |
| 15 | CASTAWAYS-GILLIGANS ISLND(S) | 16.0 | 13,080 |
| 16 | NBC TUESDAY NIGHT MOVIE | 16.0 | 13,070 |
| 17 | NBC MOVIE OF THE WEEK | 15.6 | 12,730 |
| 18 | CHIPS# | 15.4 | 12,520 |
| 19 | ED CLARK-PRES.-THU.(S) | 14.5 | 11,820 |
| 19 | LOVE BOAT | 14.5 | 11,820 |
| 21 | ABC SUNDAY NIGHT MOVIE# | 14.3 | 11,650 |
| 22 | JEFFERSONS | 14.2 | 11,600 |
| 23 | CARTER/MONDALE POLIT,/WED(S) | 14.2 | 11,560 |
| 24 | ALL STAR FAMILY FEUD(S) | 13.8 | 11,260 |

### WOMEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| CONT'D | | | |
| 25 | LOVE BOAT SPECIAL(S) | 13.7 | 11,130 |
| 26 | NBC MONDAY NIGHT MOVIES# | 13.5 | 10,990 |

### MEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | NAT'L LEAGUE CHAMP GM 5(S) | 28.6 | 21,000 |
| 2 | NAT'L LEAGUE CHAMP GM 4(S) | 21.2 | 15,540 |
| 3 | AMER. LEAGUE CHAMP GM 3(S) | 19.7 | 14,460 |
| 4 | NAT'L LEAGUE CHAMP POST(S) | 19.2 | 14,110 |
| 5 | NAT'L LEAGUE CHAMP GM 1(S) | 19.2 | 14,070 |
| 6 | AMER. LEAGUE CHAMP GM 2(S) | 19.0 | 13,910 |
| 7 | NFL MONDAY NIGHT FOOTBALL | 18.9 | 13,850 |
| 8 | NAT'L LEAGUE CHAMP GM 2(S) | 18.7 | 13,700 |
| 9 | 60 MINUTES | 18.6 | 13,640 |
| 10 | J.CARSON ANNIVERSARY SPEC(S) | 18.2 | 13,320 |
| 11 | ABC SUNDAY NIGHT MOVIE# | 17.5 | 12,830 |
| 12 | PLAYING FOR TIME(S) | 16.7 | 12,220 |
| 13 | CHIPS# | 16.5 | 12,090 |
| 14 | THAT'S INCREDIBLE | 15.7 | 11,500 |
| 15 | BIG EVENT | 15.6 | 11,430 |
| 16 | NAT'L LEAGUE CHAMP PRE 4(S) | 15.5 | 11,350 |
| 17 | NFL FOOTBALL GAME 2-NBC# | 14.8 | 10,850 |
| 18 | AMER. LEAGUE CHAMP PRE 2(S) | 14.3 | 10,510 |
| 19 | REAL PEOPLE | 14.0 | 10,260 |
| 20 | NAT'L LEAGUE CHAMP PRE 1(S) | 13.8 | 10,140 |
| 21 | DUKES OF HAZZARD | 13.5 | 9,880 |
| 22 | NFL FOOTBALL GAME 1-NBC | 13.2 | 9,710 |
| 23 | CBS NFL FOOTBALL GAME 1 | 13.0 | 9,550 |
| 24 | NAT'L LEAGUE CHAMP PRE 2(S) | 12.9 | 9,440 |

### MEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| CONT'D | | | |
| 25 | AMER. LEAGUE CHAMP PRE 3(S) | 12.8 | 9,410 |
| 26 | LOVE BOAT SPECIAL(S) | 12.6 | 9,220 |
| 27 | NBC THURSDAY NIGHT MOVIES | 12.5 | 9,160 |
| 28 | MEN WHO RATE A '10'(S) | 11.9 | 8,750 |
| 28 | NBC MOVIE OF THE WEEK | 11.9 | 8,750 |
| 30 | CBS NFL FOOTBALL GAME 2# | 11.7 | 8,580 |
| 31 | PERFECT MATCH(S) | 11.6 | 8,490 |
| 32 | LITTLE HOUSE-PRAIRIE | 11.6 | 8,480 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS. FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 12, 1980

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18–49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | J.CARSON ANNIVERSARY SPEC(S) | 22.2 | 11,290 |
| 2 | PLAYING FOR TIME(S) | 20.6 | 10,470 |
| 3 | BIG EVENT | 19.6 | 9,960 |
| 4 | DALLAS | 18.3 | 9,320 |
| 5 | DUKES OF HAZZARD | 17.5 | 8,910 |
| 6 | LITTLE HOUSE-PRAIRIE | 17.5 | 8,880 |
| 7 | ABC SUNDAY NIGHT MOVIE# | 17.4 | 8,840 |
| 8 | LOU GRANT# | 17.0 | 8,620 |
| 9 | CASTAWAYS-GILLIGANS ISLND(S) | 16.9 | 8,590 |
| 10 | MEN WHO RATE A '10'(S) | 16.8 | 8,520 |
| 11 | NAT'L LEAGUE CHAMP GM 5(S) | 16.7 | 8,480 |
| 12 | REAL PEOPLE | 16.6 | 8,420 |
| 13 | WIZ(S) | 16.5 | 8,410 |
| 14 | NBC THURSDAY NIGHT MOVIES | 16.2 | 8,260 |
| 15 | TO FIND MY SON(S) | 16.1 | 8,210 |
| 16 | CHIPS# | 15.8 | 8,010 |
| 17 | ED CLARK-PRES.-SUN.(S) | 15.0 | 7,650 |
| 18 | NBC MOVIE OF THE WEEK | 14.9 | 7,600 |
| 19 | STEVE MARTIN SPECIAL(S) | 14.4 | 7,320 |
| 20 | LOVE BOAT | 14.4 | 7,300 |
| 21 | PERFECT MATCH(S) | 13.9 | 7,090 |
| 22 | NBC TUESDAY NIGHT MOVIE | 13.8 | 7,030 |
| 23 | 60 MINUTES | 13.4 | 6,790 |
| 24 | M*A*S*H | 13.1 | 6,650 |

### WOMEN 18–49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| CONT'D | | | |
| 25 | ED CLARK-PRES.-THU.(S) | 13.1 | 6,640 |
| 26 | DISNEY'S WONDERFUL WORLD | 12.9 | 6,570 |

### WOMEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | 60 MINUTES | 28.3 | 7,030 |
| 2 | LITTLE HOUSE-PRAIRIE | 27.2 | 6,750 |
| 3 | PERFECT MATCH(S) | 23.9 | 5,940 |
| 4 | REAL PEOPLE | 22.8 | 5,650 |
| 5 | PLAYING FOR TIME(S) | 22.5 | 5,580 |
| 6 | NAT'L LEAGUE CHAMP GM 5(S) | 21.4 | 5,310 |
| 7 | J.CARSON ANNIVERSARY SPEC(S) | 21.3 | 5,280 |
| 8 | ARCHIE BUNKER'S PLACE# | 20.2 | 5,000 |
| 9 | DUKES OF HAZZARD | 19.9 | 4,930 |
| 10 | ONE DAY AT A TIME# | 19.6 | 4,860 |
| 11 | NBC TUESDAY NIGHT MOVIE | 18.7 | 4,650 |
| 12 | NBC THURSDAY NIGHT MOVIES | 18.7 | 4,630 |
| 13 | ALICE | 18.5 | 4,590 |
| 14 | NAT'L LEAGUE CHAMP GM 4(S) | 18.0 | 4,460 |
| 15 | DALLAS | 17.5 | 4,330 |
| 16 | JEFFERSONS | 17.4 | 4,310 |
| 16 | TO FIND MY SON(S) | 17.4 | 4,310 |
| 18 | GAMES PEOPLE PLAY# | 17.3 | 4,290 |
| 18 | NAT'L LEAGUE CHAMP GM 1(S) | 17.3 | 4,290 |
| 20 | ALL STAR FAMILY FEUD(S) | 16.4 | 4,060 |
| 20 | CHILDREN OF AN LAC(S) | 16.4 | 4,060 |
| 22 | CBS EVENING NEWS-CRONKITE | 16.1 | 3,990 |
| 23 | MEN WHO RATE A '10'(S) | 16.0 | 3,980 |
| 24 | ED CLARK-PRES.-THU.(S) | 15.9 | 3,940 |

### WOMEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| CONT'D | | | |
| 25 | NBC MONDAY NIGHT MOVIES# | 15.7 | 3,900 |
| 26 | LOVE BOAT | 15.7 | 3,890 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 12, 1980

## NIELSEN AVERAGE AUDIENCE

### MEN 18–49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | NAT'L LEAGUE CHAMP GM 5(S) | 25.6 | 12,430 |
| 2 | ABC SUNDAY NIGHT MOVIE# | 20.8 | 10,110 |
| 3 | NAT'L LEAGUE CHAMP GM 4(S) | 18.7 | 9,090 |
| 4 | NFL MONDAY NIGHT FOOTBALL | 18.1 | 8,810 |
| 5 | NAT'L LEAGUE CHAMP POST(S) | 17.8 | 8,650 |
| 6 | J.CARSON ANNIVERSARY SPEC(S) | 17.7 | 8,610 |
| 7 | AMER. LEAGUE CHAMP GM 3(S) | 17.0 | 8,280 |
| 8 | AMER. LEAGUE CHAMP GM 2(S) | 16.4 | 7,980 |
| 9 | NAT'L LEAGUE CHAMP GM 2(S) | 16.1 | 7,840 |
| 10 | BIG EVENT | 16.0 | 7,790 |
| 11 | NAT'L LEAGUE CHAMP GM 1(S) | 15.8 | 7,690 |
| 12 | CHIPS# | 14.9 | 7,220 |
| 13 | 60 MINUTES | 14.8 | 7,200 |
| 14 | NFL FOOTBALL GAME 2-NBC# | 14.8 | 7,170 |
| 15 | THAT'S INCREDIBLE | 14.2 | 6,900 |
| 16 | PLAYING FOR TIME(S) | 14.0 | 6,780 |
| 17 | DUKES OF HAZZARD | 13.1 | 6,380 |
| 18 | CBS NFL FOOTBALL GAME 2# | 13.0 | 6,300 |
| 19 | NFL FOOTBALL GAME 1-NBC | 12.9 | 6,290 |
| 20 | NAT'L LEAGUE CHAMP PRE 4(S) | 12.8 | 6,200 |
| 21 | STEVE MARTIN SPECIAL(S) | 12.5 | 6,060 |
| 22 | WIZ(S) | 12.3 | 5,990 |
| 23 | AMER. LEAGUE CHAMP PRE 2(S) | 12.0 | 5,820 |
| 24 | NBC MOVIE OF THE WEEK | 11.7 | 5,710 |

### MEN 18–49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| CONT'D | | | |
| 25 | CBS NFL FOOTBALL GAME 1 | 11.4 | 5,550 |
| 26 | MEN WHO RATE A '10'(S) | 11.1 | 5,410 |
| 27 | THOSE AMAZING ANIMALS | 11.0 | 5,350 |
| 28 | NBC THURSDAY NIGHT MOVIES | 11.0 | 5,330 |
| 29 | LOVE BOAT SPECIAL(S) | 10.6 | 5,170 |
| 30 | ABC MOVIE SPECIAL(S) | 10.6 | 5,160 |
| 31 | DISNEY'S WONDERFUL WORLD | 10.6 | 5,130 |
| 31 | REAL PEOPLE | 10.6 | 5,130 |

### MEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | NAT'L LEAGUE CHAMP GM 5(S) | 35.7 | 6,900 |
| 2 | NAT'L LEAGUE CHAMP GM 4(S) | 28.6 | 5,520 |
| 3 | NAT'L LEAGUE CHAMP GM 1(S) | 28.0 | 5,410 |
| 4 | AMER. LEAGUE CHAMP GM 3(S) | 26.3 | 5,080 |
| 5 | NAT'L LEAGUE CHAMP GM 2(S) | 25.6 | 4,950 |
| 6 | 60 MINUTES | 25.3 | 4,890 |
| 7 | AMER. LEAGUE CHAMP GM 2(S) | 25.0 | 4,840 |
| 8 | NAT'L LEAGUE CHAMP PRE 4(S) | 23.8 | 4,600 |
| 9 | NAT'L LEAGUE CHAMP POST(S) | 23.5 | 4,540 |
| 10 | NAT'L LEAGUE CHAMP PRE 1(S) | 22.5 | 4,350 |
| 11 | CHIPS# | 21.6 | 4,180 |
| 12 | NFL MONDAY NIGHT FOOTBALL | 21.5 | 4,160 |
| 12 | REAL PEOPLE | 21.5 | 4,160 |
| 14 | PLAYING FOR TIME(S) | 21.3 | 4,110 |
| 15 | AMER. LEAGUE CHAMP PRE 2(S) | 20.7 | 4,000 |
| 16 | AMER. LEAGUE CHAMP PRE 3(S) | 20.3 | 3,920 |
| 17 | GAMES PEOPLE PLAY# | 19.5 | 3,770 |
| 18 | LITTLE HOUSE-PRAIRIE | 19.4 | 3,750 |
| 19 | THAT'S INCREDIBLE | 19.3 | 3,740 |
| 20 | J.CARSON ANNIVERSARY SPEC(S) | 19.1 | 3,690 |
| 21 | NAT'L LEAGUE CHAMP PRE 2(S) | 18.7 | 3,610 |
| 22 | NAT'L WEST DIV. CHAMP(S) | 18.2 | 3,510 |
| 23 | NAT'L LEAGUE CHAMP GM 3(S) | 17.8 | 3,440 |
| 24 | LOVE BOAT SPECIAL(S) | 16.3 | 3,150 |

### MEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| CONT'D | | | |
| 25 | PERFECT MATCH(S) | 16.2 | 3,130 |
| 26 | NBC THURSDAY NIGHT MOVIES | 16.0 | 3,090 |
| 27 | DUKES OF HAZZARD | 15.9 | 3,080 |
| 28 | BIG EVENT | 15.3 | 2,960 |
| 29 | REAGAN/BUSH POLITICAL-SAT(S) | 15.3 | 2,950 |
| 30 | AMER. LEAGUE CHAMP GM 1(S) | 15.0 | 2,900 |
| 30 | NBC TUESDAY NIGHT MOVIE | 15.0 | 2,900 |
| 32 | CBS NFL FOOTBALL GAME 1 | 15.0 | 2,890 |
| 33 | ARCHIE BUNKER'S PLACE# | 14.5 | 2,800 |
| 34 | NBC MONDAY NIGHT MOVIES# | 14.4 | 2,790 |
| 34 | NFL FOOTBALL GAME 2-NBC# | 14.4 | 2,790 |
| 34 | TO FIND MY SON(S) | 14.4 | 2,790 |
| 34 | 20/20# | 14.4 | 2,790 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER–FIVE–MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| •EVENING | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC FRIDAY NIGHT MOVIE | 37 | 198 | | A | 13.8 | 25 | 1074 | 1736 | 871 | 361 | 934 | 333 | 592 | 503 | 429 | 261 | 467 | 153^ | 255 | 273 | 180^ | 165^ | 110^ | 84^ | 225 | 152^ |
| 1 FRI. 8.30P 144 ABC FF | | 99 | | B | 14.1 | 25 | 1097 | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | A | 12.9 | 24 | 1004 | 2008 | 906 | 338 | 996 | 309 | 580 | 488 | 468 | 348 | 554 | 175^ | 307 | 313 | 237 | 217^ | 119^ | 85^ | 339 | 202^ |
| 9.00 - 9.30 | | | | A | 14.1 | 25 | 1097 | 1753 | 905 | 362 | 978 | 327 | 601 | 527 | 467 | 288 | 449 | 130^ | 222 | 251 | 180^ | 177^ | 106^ | 85^ | 220 | 149^ |
| 9.30 - 10.00 | | | | A | 13.5 | 24 | 1050 | 1630 | 884 | 355 | 942 | 349 | 596 | 511 | 417 | 263 | 424 | 132^ | 215^ | 233 | 153^ | 162^ | 84^ | 66^ | 180^ | 128^ |
| 10.00 - 10.30 | | | | A | 14.2 | 26 | 1105 | 1668 | 830 | 371 | 879 | 337 | 587 | 496 | 396 | 207^ | 441 | 159^ | 252 | 270 | 158^ | 134^ | 127^ | 101^ | 221 | 156^ |
| 10.30 - 11.00 | | | | A | 14.5 | 29 | 1128 | 1617 | 824 | 383 | 876 | 346 | 598 | 488 | 393 | 199^ | 466 | 165^ | 282 | 302 | 181^ | 131^ | 117^ | 80^ | 158^ | 121^ |
| ABC MOVIE SPECIAL(S) | | 199 | | A | 15.4 | 26 | 1198 | 1811 | 661 | 310 | 750 | 381 | 522 | 450 | 269 | 157^ | 593 | 268 | 431 | 377 | 258 | 127^ | 210 | 107^ | 258 | 184^ |
| 1 THU. 8.00P 120 ABC FF | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 13.5 | 23 | 1050 | 1909 | 697 | 297 | 778 | 378 | 511 | 462 | 295 | 179^ | 625 | 275 | 441 | 386 | 277 | 151^ | 192^ | 83^ | 314 | 211^ |
| 8.30 - 9.00 | | | | A | 14.5 | 25 | 1128 | 1877 | 697 | 311 | 777 | 394 | 533 | 477 | 285 | 152^ | 591 | 263 | 420 | 375 | 263 | 131^ | 207^ | 106^ | 302 | 176^ |
| 9.00 - 9.30 | | | | A | 17.0 | 28 | 1323 | 1710 | 610 | 306 | 697 | 371 | 508 | 431 | 229 | 135^ | 568 | 257 | 421 | 375 | 251 | 113^ | 208 | 117^ | 237 | 193 |
| 9.30 - 10.00 | | | | A | 16.8 | 28 | 1307 | 1744 | 647 | 322 | 752 | 373 | 525 | 427 | 274 | 171^ | 586 | 272 | 435 | 361 | 243 | 120^ | 216 | 112^ | 190 | 156^ |
| ABC NEWSBRIEF-M-F | 10 | 188 | 195 | A | 15.7 | 26 | 1221 | 1770 | 620 | 244 | 685 | 239 | 382 | 342 | 297 | 246 | 712 | 275 | 413 | 367 | 299 | 246 | 172 | 68 | 201 | 136 |
| MON. 8.53P 2 ABC N | | 97 | 98 | B | 15.7 | 26 | 1221 | 1770 | 620 | 244 | 685 | 239 | 382 | 342 | 297 | 246 | 712 | 275 | 413 | 367 | 299 | 246 | 172 | 68 | 201 | 136 |
| 1 TU-TH 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 8.28P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 8.15P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 8.14P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 8.13P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 8.12P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-SAT. | 2 | 192 | 193 | A | 17.8 | 33 | 1385 | 2065 | 791 | 311 | 871 | 357 | 545 | 444 | 347 | 274 | 615 | 235 | 355 | 326 | 246 | 209 | 245 | 137 | 334 | 268 |
| SAT. 9.58P 1 ABC N | | 97 | 98 | B | 17.8 | 33 | 1385 | 2065 | 791 | 311 | 871 | 357 | 545 | 444 | 347 | 274 | 615 | 235 | 355 | 326 | 246 | 209 | 245 | 137 | 334 | 268 |
| ABC NEWSBRIEF-SUN. | 2 | 194 | 174 | A | 16.6 | 27 | 1291 | 2105 | 699 | 274 | 785 | 315 | 465 | 389 | 304 | 272 | 756 | 293 | 499 | 430 | 326 | 221 | 230 | 104 | 334 | 214 |
| SUN. 7.58P 1 ABC N | | 98 | 94 | B | 16.6 | 27 | 1291 | 2105 | 699 | 274 | 785 | 315 | 465 | 389 | 304 | 272 | 756 | 293 | 499 | 430 | 326 | 221 | 230 | 104 | 334 | 214 |
| ABC SUNDAY NIGHT MOVIE | 45 | 200 | | A | 21.9 | 33 | 1704 | 2177 | 614 | 255 | 683 | 342 | 518 | 447 | 300 | 108^ | 753 | 383 | 594 | 514 | 315 | 126^ | 352 | 164 | 389 | 272 |
| 1 SUN. 8.00P 162 ABC FF | | 99 | | B | 19.1 | 31 | 1486 | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 16.8 | 26 | 1307 | 2246 | 615 | 216 | 678 | 335 | 510 | 434 | 294 | 125^ | 708 | 349 | 571 | 485 | 305 | 115^ | 371 | 189 | 489 | 330 |
| 8.30 - 9.00 | | | | A | 20.6 | 31 | 1603 | 2170 | 601 | 232 | 657 | 338 | 481 | 395 | 267 | 132^ | 699 | 367 | 554 | 473 | 278 | 126^ | 350 | 170 | 464 | 312 |
| 9.00 - 9.30 | | | | A | 22.2 | 33 | 1727 | 2231 | 602 | 265 | 673 | 337 | 497 | 437 | 292 | 116^ | 774 | 388 | 607 | 538 | 330 | 136^ | 354 | 157 | 430 | 314 |
| 9.30 - 10.00 | | | | A | 22.8 | 33 | 1774 | 2224 | 621 | 266 | 694 | 349 | 536 | 463 | 311 | 100^ | 792 | 416 | 623 | 533 | 320 | 132^ | 363 | 172 | 375 | 273 |
| 10.00 - 10.30 | | | | A | 25.2 | 38 | 1961 | 2133 | 627 | 277 | 706 | 352 | 553 | 474 | 327 | 91^ | 775 | 395 | 606 | 520 | 328 | 122 | 350 | 158 | 302 | 211 |
| ABC WORLD NEWS TONIGHT | 9 | 199 | 184 | A | 10.7 | 23 | 832 | 1645 | 666 | 191 | 749 | 196 | 359 | 347 | 380 | 319 | 648 | 180 | 315 | 311 | 304 | 281 | 100 | 61^ | 148 | 103 |
| 1 M-F 6.30P 30 ABC N | | 99 | 96 | B | 10.7 | 23 | 832 | 1645 | 666 | 191 | 749 | 196 | 359 | 347 | 380 | 319 | 648 | 180 | 315 | 311 | 304 | 281 | 100 | 61 | 148 | 103 |
| 2 TU-F 6.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WRLD NEWS TONIGHT-SUN | 1 | | 144 | A | 7.3 | 15 | 568 | 1592 | 681 | 339^ | 788 | 200^ | 345^ | 358^ | 368^ | 379^ | 560 | 147^ | 296^ | 317^ | 291^ | 216^ | 53v | 23v | 191^ | 117^ |
| 2 SUN. 6.30P 30 ABC N | | | 83 | B | 7.3 | 15 | 568 | 1592 | 681 | 339 | 788 | 200 | 345 | 358 | 368 | 379 | 560 | 147 | 296 | 317 | 291 | 216 | 53 | 23 | 191 | 117 |
| ALICE | 46 | 183 | 187 | A | 14.7 | 22 | 1144 | 1799 | 888 | 250 | 943 | 272 | 471 | 440 | 411 | 402 | 583 | 180 | 319 | 260 | 292 | 225 | 149 | 87^ | 124 | 88^ |
| 1 SUN. 10.14P 30 CBS CS | | 98 | 99 | B | 22.3 | 35 | 1735 | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 9.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALL STAR FAMILY FEUD(S) | | 200 | | A | 15.7 | 30 | 1221 | 1940 | 762 | 325 | 922 | 346 | 538 | 448 | 351 | 332 | 547 | 252 | 343 | 322 | 200 | 144^ | 171^ | 97^ | 300 | 155^ |
| 1 SAT. 8.00P 60 ABC QP | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 14.2 | 27 | 1105 | 1919 | 757 | 321 | 913 | 332 | 520 | 453 | 355 | 331 | 565 | 261 | 352 | 336 | 211^ | 142^ | 181^ | 106^ | 260 | 128^ |
| 8.30 - 9.00 | | | | A | 17.1 | 32 | 1330 | 1960 | 769 | 329 | 931 | 354 | 550 | 444 | 351 | 334 | 535 | 245 | 337 | 307 | 190 | 147^ | 161^ | 91^ | 333 | 178^ |
| AMER. LEAGUE CHAMP PRE 2(S) | | | 203 | A | 16.1 | 30 | 1253 | 1661 | 531 | 256 | 602 | 186^ | 358 | 337 | 289 | 215 | 841 | 306 | 466 | 417 | 359 | 321 | 94^ | 15v | 124^ | 84^ |
| 2 THU. 8.00P 15 ABC SC | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AMER. LEAGUE CHAMP GM 2(S) | | | 204 | A | 21.9 | 36 | 1704 | 1549 | 484 | 205 | 528 | 175 | 307 | 281 | 242 | 186 | 817 | 324 | 470 | 443 | 335 | 284 | 115^ | 36^ | 89^ | 69^ |
| 2 THU. 8.15P 192 ABC SE | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | A | 19.3 | 32 | 1502 | 1602 | 475 | 202 | 551 | 171 | 314 | 307 | 250 | 204 | 809 | 313 | 450 | 419 | 331 | 299 | 135^ | 36v | 107^ | 80^ |
| 9.00 - 9.30 | | | | A | 22.3 | 35 | 1735 | 1613 | 482 | 189 | 523 | 149 | 281 | 289 | 250 | 210 | 805 | 302 | 442 | 427 | 337 | 295 | 145 | 52^ | 140 | 106^ |
| 9.30 - 10.00 | | | | A | 23.2 | 35 | 1805 | 1599 | 475 | 187 | 510 | 146 | 266 | 262 | 236 | 211 | 829 | 316 | 466 | 451 | 345 | 297 | 129^ | 53^ | 131^ | 100^ |
| 10.00 - 10.30 | | | | A | 23.0 | 36 | 1789 | 1582 | 495 | 238 | 535 | 198 | 320 | 277 | 237 | 176 | 816 | 327 | 476 | 451 | 337 | 277 | 135 | 48^ | 96^ | 75^ |
| 10.30 - 11.00 | | | | A | 22.8 | 37 | 1774 | 1515 | 505 | 215 | 533 | 198 | 333 | 289 | 237 | 161 | 815 | 352 | 490 | 461 | 313 | 257 | 108^ | 25v | 59^ | 48^ |
| 11.00 - 11.30 | | | | A | 22.7 | 43 | 1766 | 1382 | 459 | 188 | 496 | 192 | 313 | 257 | 219 | 147 | 831 | 342 | 494 | 464 | 354 | 273 | 55^ | 12v | LT | LT |
| AMER. LEAGUE CHAMP PRE 3(S) | | | 203 | A | 14.7 | 28 | 1144 | 1759 | 587 | 185^ | 627 | 141^ | 266 | 250 | 271 | 326 | 824 | 296 | 412 | 306 | 332 | 343 | 147^ | 88^ | 161^ | 82^ |
| 2 FRI. 8.00P 15 ABC SC | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| AMER. LEAGUE CHAMP GM 3(S) | | | 204 | A | 20.5 | 37 | 1595 | 1662 | 527 | 191 | 561 | 148 | 276 | 272 | 265 | 239 | 907 | 364 | 520 | 433 | 371 | 319 | 111^ | 69^ | 83^ | 54^ |
| 2 FRI. 8.15P 218 ABC SE | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | A | 18.5 | 32 | 1439 | 1667 | 536 | 163^ | 589 | 144^ | 254 | 246 | 255 | 294 | 800 | 301 | 406 | 333 | 322 | 322 | 122^ | 67^ | 156^ | 76^ |
| 9.00 - 9.30 | | | | A | 19.2 | 33 | 1494 | 1668 | 544 | 171 | 585 | 143^ | 263 | 265 | 284 | 275 | 863 | 322 | 459 | 392 | 376 | 332 | 124^ | 54^ | 96^ | 65^ |
| 9.30 - 10.00 | | | | A | 17.8 | 30 | 1385 | 1668 | 539 | 170^ | 570 | 148^ | 242 | 243 | 267 | 285 | 905 | 367 | 507 | 415 | 365 | 342 | 98^ | 59^ | 95^ | 65^ |
| 10.00 - 10.30 | | | | A | 21.5 | 37 | 1673 | 1715 | 524 | 187 | 549 | 170 | 280 | 268 | 237 | 228 | 949 | 409 | 578 | 485 | 370 | 304 | 120^ | 69^ | 97^ | 70^ |
| 10.30 - 11.00 | | | | A | 23.0 | 41 | 1789 | 1682 | 532 | 210 | 564 | 173 | 303 | 279 | 246 | 221 | 967 | 425 | 592 | 508 | 374 | 298 | 101^ | 61^ | 50^ | 38^ |
| 11.00 - 11.30 | | | | A | 22.5 | 43 | 1751 | 1623 | 509 | 220 | 536 | 145 | 300 | 309 | 280 | 177 | 956 | 373 | 570 | 486 | 417 | 308 | 99^ | 75^ | 32v | 32v |
| 11.30 - 12.00 | | | | A | 23.5 | 51 | 1828 | 1600 | 519 | 211 | 530 | 112^ | 280 | 296 | 302 | 191 | 936 | 354 | 538 | 440 | 389 | 337 | 99^ | 90^ | 35^ | 35^ |
| ARCHIE BUNKER'S PLACE | 44 | | 182 | A | 13.4 | 21 | 1043 | 1866 | 903 | 235 | 960 | 278 | 431 | 313 | 318 | 480 | 614 | 204^ | 303 | 217^ | 280 | 268 | 169^ | 140^ | 123^ | 76^ |
| 2 SUN. 8.00P 30 CBS CS | | | 99 | B | 19.9 | 33 | 1548 | | | | | | | | | | | | | | | | | | | |
| BENSON | 9 | 196 | | A | 12.7 | 24 | 988 | 1832 | 846 | 258 | 922 | 299 | 466 | 370 | 388 | 390 | 514 | 133^ | 280 | 271 | 244 | 203^ | 180^ | 121^ | 216^ | 150^ |
| 1 FRI. 8.00P 30 ABC CS | | 98 | | B | 12.1 | 25 | 941 | | | | | | | | | | | | | | | | | | | |
| BIG EVENT | 4 | 203 | 202 | A | 21.3 | 32 | 1657 | 1841 | 752 | 343 | 860 | 363 | 602 | 527 | 377 | 193 | 689 | 299 | 470 | 388 | 305 | 179 | 160 | 85 | 132 | 104 |
| 1 SUN. 9.00P 120 NBC FV | | 99 | 99 | B | 19.6 | 31 | 1525 | 1896 | 754 | 336 | 853 | 345 | 579 | 516 | 393 | 204 | 730 | 303 | 489 | 427 | 336 | 186 | 166 | 78 | 147 | 98 |
| 2 SUN. 9.14P 115 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 21.1 | 31 | 1642 | 1927 | 775 | 363 | 842 | 374 | 586 | 505 | 352 | 185 | 759 | 329 | 513 | 424 | 334 | 202 | 176 | 74^ | 150 | 94^ |
| 9.30 - 10.00 | | | | A | 20.7 | 30 | 1610 | 1810 | 756 | 354 | 852 | 358 | 590 | 531 | 376 | 197 | 664 | 275 | 434 | 372 | 304 | 181 | 162 | 86 | 132 | 92 |
| 10.00 - 10.30 | | | | A | 21.8 | 33 | 1696 | 1840 | 750 | 328 | 853 | 349 | 598 | 526 | 383 | 193 | 698 | 306 | 481 | 391 | 304 | 180 | 159 | 91 | 130 | 110 |
| 10.30 - 11.00 | | | | A | 22.3 | 37 | 1735 | 1830 | 737 | 330 | 853 | 362 | 598 | 518 | 372 | 189 | 710 | 320 | 503 | 410 | 309 | 170 | 156 | 81 | 111 | 102 |
| CARTER FOR PRESIDENT-THU(S) | | 194 | | A | 11.7 | 22 | 910 | 1638 | 619 | 351 | 708 | 258^ | 431 | 380 | 309 | 226^ | 696 | 262 | 418 | 383 | 308 | 213^ | 159^ | 59v | 75^ | 50v |
| 1 THU. 10.56P 4 CBS P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| CARTER FOR PRESIDENT-SAT(S) | | 192 | | A | 12.0 | 25 | 934 | 1529 | 642 | 345 | 748 | 314 | 511 | 431 | 382 | 165^ | 584 | 217^ | 402 | 367 | 298 | 165^ | 89^ | 60v | 108^ | 79^ |
| 1 SAT. 10.56P 4 CBS P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| CARTER FOR PRESIDENT-FRI(S) | | | 195 | A | 17.3 | 32 | 1346 | 1720 | 815 | 359 | 886 | 336 | 556 | 471 | 416 | 272 | 442 | 164^ | 258 | 224 | 173^ | 170^ | 167^ | 112^ | 225 | 182 |
| 2 FRI. 10.56P 4 CBS P | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| CARTER/MONDALE COMM. 1(S) | | 184 | | A | 14.9 | 22 | 1159 | 1764 | 674 | 235 | 716 | 267 | 445 | 376 | 356 | 192^ | 667 | 251 | 410 | 354 | 291 | 212 | 205 | 55^ | 176^ | 139^ |
| 1 MON. 8.55P 4 ABC P | | 96 | | | | | | | | | | | | | | | | | | | | | | | | |
| CARTER/MONDALE COMM. 3(S) | | 200 | | A | 12.7 | 24 | 988 | 1607 | 619 | 187^ | 734 | 265 | 407 | 346 | 331 | 255 | 733 | 293 | 439 | 360 | 260 | 259 | 97^ | 76^ | 43v | 43v |
| 1 THU. 10.56P 4 ABC P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| CARTER/MONDALE COMM. 5(S) | | 199 | | A | 13.6 | 28 | 1058 | 1802 | 584 | 275 | 669 | 341 | 449 | 344 | 212^ | 182^ | 556 | 232 | 300 | 314 | 211^ | 183^ | 260 | 130^ | 317 | 221^ |
| 1 SAT. 10.56P 4 ABC P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| CARTER/MONDALE COMM. 6(S) | | 198 | | A | 11.0 | 20 | 856 | 1889 | 626 | 260^ | 705 | 295 | 503 | 463 | 359 | 127^ | 719 | 355 | 521 | 483 | 310 | 132^ | 295 | 110^ | 170^ | 130^ |
| 1 SUN. 10.55P 5 ABC P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CARTER/MONDALE POLIT.-THU(S) | | 197 | | A | 13.4 | 25 | 1043 | 1540 | 688 | 227^ | 727 | 291 | 400 | 336 | 290 | 283 | 557 | 174^ | 285 | 256 | 285 | 232 | 204^ | 62^ | 52v | 26v |
| 1 THU. 10.55P 5 NBC P | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| CARTER/MONDALE POLIT.-FRI(S) | | 194 | | A | 8.0 | 17 | 622 | 1460 | 557 | 61v | 600 | 137^ | 246^ | 244^ | 314^ | 321^ | 716 | 234^ | 479 | 467 | 381 | 203^ | 117^ | 30v | 27v | 27v |
| 1 FRI. 10.55P 5 NBC P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| CARTER/MONDALE POLIT./WED(S) | | | 200 | A | 17.2 | 29 | 1338 | 1489 | 802 | 256 | 863 | 271 | 473 | 457 | 460 | 278 | 494 | 119^ | 287 | 298 | 302 | 168^ | 79^ | 59^ | 53^ | 25v |
| 2 WED. 10.55P 5 NBC P | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| CASTAWAYS-GILLIGANS ISLND(S) | | | 202 | A | 20.5 | 33 | 1595 | 1847 | 769 | 235 | 820 | 349 | 539 | 429 | 328 | 220 | 456 | 209 | 281 | 261 | 168 | 136^ | 222 | 132^ | 349 | 208 |
| 2 THU. 8.00P 60 NBC CS | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 18.5 | 31 | 1439 | 1887 | 765 | 260 | 836 | 357 | 545 | 425 | 326 | 232 | 455 | 214 | 274 | 255 | 162^ | 141^ | 217 | 142^ | 379 | 224 |
| 8.30 - 9.00 | | | | A | 22.5 | 36 | 1751 | 1809 | 770 | 213 | 805 | 339 | 530 | 431 | 331 | 213 | 454 | 202 | 284 | 264 | 172 | 132^ | 227 | 125^ | 323 | 191 |
| CBS EVENING NEWS-CRONKITE | 10 | 196 | 195 | A | 12.5 | 25 | 973 | 1541 | 701 | 218 | 778 | 166 | 288 | 334 | 359 | 412 | 570 | 127 | 268 | 268 | 290 | 267 | 109 | 41^ | 84 | 50^ |
| M-F 6.30P 30 CBS N | | 99 | 99 | B | 12.5 | 25 | 973 | 1541 | 701 | 218 | 778 | 166 | 288 | 334 | 359 | 412 | 570 | 127 | 268 | 268 | 290 | 267 | 109 | 41 | 84 | 50 |
| CBS EVENING NEWS-DEAN | 32 | | 144 | A | 8.0 | 16 | 622 | 1402 | 633 | 130^ | 687 | 70v | 212^ | 248^ | 322^ | 439 | 567 | 86v | 229^ | 250^ | 251^ | 317^ | 73v | 31v | 75v | 54v |
| 2 SUN. 6.30P 30 CBS N | | | 81 | B | 8.8 | 19 | 685 | | | | | | | | | | | | | | | | | | | |
| CBS SAT. NEWS-SCHIEFFER | 48 | 139 | 143 | A | 7.6 | 16 | 591 | 1506 | 676 | 103^ | 798 | 107^ | 209 | 239 | 309 | 521 | 553 | 69^ | 165^ | 208 | 256 | 320 | 31v | 20v | 124^ | 64^ |
| SAT. 6.30P 30 CBS N | | 85 | 85 | B | 9.6 | 21 | 747 | | | | | | | | | | | | | | | | | | | |
| CBS SATURDAY NIGHT MOVIE | 13 | 190 | | A | 14.5 | 27 | 1128 | 1730 | 686 | 372 | 801 | 346 | 553 | 459 | 377 | 173^ | 636 | 244 | 430 | 417 | 327 | 154^ | 141^ | 84^ | 152^ | 114^ |
| 1 SAT. 8.30P 145 CBS FF | | 99 | | B | 11.9 | 24 | 926 | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | A | 13.2 | 25 | 1027 | 1772 | 711 | 331 | 807 | 341 | 523 | 443 | 340 | 225^ | 648 | 265 | 423 | 409 | 293 | 168^ | 172^ | 110^ | 145^ | 120^ |
| 9.00 - 9.30 | | | | A | 14.9 | 27 | 1159 | 1840 | 706 | 399 | 826 | 382 | 576 | 466 | 363 | 173^ | 637 | 256 | 442 | 438 | 320 | 137^ | 170^ | 91^ | 207 | 156^ |
| 9.30 - 10.00 | | | | A | 14.2 | 26 | 1105 | 1744 | 680 | 375 | 801 | 341 | 564 | 466 | 397 | 157^ | 635 | 237 | 422 | 418 | 342 | 150^ | 141^ | 75^ | 167^ | 113^ |
| 10.00 - 10.30 | | | | A | 15.4 | 29 | 1198 | 1635 | 659 | 371 | 778 | 335 | 549 | 455 | 384 | 150^ | 631 | 232 | 431 | 411 | 338 | 157^ | 114^ | 71^ | 112^ | 88^ |
| 10.30 - 11.00 | | | | A | 14.7 | 29 | 1144 | 1658 | 678 | 378 | 793 | 330 | 559 | 461 | 403 | 158^ | 634 | 223 | 435 | 408 | 348 | 164^ | 109^ | 70^ | 122^ | 87^ |
| CBS WEDNESDAY NIGHT MOVIE | 23 | 190 | 186 | A | 14.3 | 24 | 1113 | 1739 | 820 | 358 | 853 | 313 | 527 | 492 | 409 | 251 | 562 | 217 | 351 | 344 | 263 | 152 | 170 | 87^ | 154 | 90^ |
| WED. 9.00P 115 CBS FF | | 99 | 99 | B | 15.7 | 26 | 1221 | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 13.2 | 21 | 1027 | 1798 | 803 | 386 | 847 | 334 | 530 | 489 | 389 | 241 | 534 | 221 | 334 | 317 | 233 | 153 | 177 | 96^ | 240 | 143 |
| 9.30 - 10.00 | | | | A | 13.7 | 22 | 1066 | 1778 | 827 | 377 | 866 | 334 | 544 | 499 | 408 | 249 | 556 | 220 | 352 | 346 | 253 | 146 | 182 | 91^ | 174 | 104^ |
| 10.00 - 10.30 | | | | A | 15.0 | 25 | 1167 | 1723 | 842 | 344 | 862 | 298 | 522 | 494 | 417 | 264 | 579 | 214 | 357 | 354 | 279 | 156 | 165 | 83^ | 117 | 63^ |
| 10.30 - 11.00 | | | | A | 15.2 | 27 | 1183 | 1683 | 817 | 328 | 845 | 289 | 518 | 493 | 428 | 251 | 594 | 218 | 370 | 368 | 297 | 154 | 154 | 78^ | 90^ | 52^ |
| CHARLIE'S ANGELS | 43 | 197 | | A | 13.8 | 24 | 1074 | 1728 | 725 | 303 | 782 | 312 | 482 | 420 | 327 | 247 | 525 | 171^ | 283 | 221 | 250 | 213^ | 159^ | 70^ | 262 | 155^ |
| 1 WED. 8.00P 120 ABC PD | | 98 | | B | 19.5 | 32 | 1517 | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 12.1 | 21 | 941 | 1656 | 718 | 292 | 800 | 341 | 497 | 420 | 300 | 262 | 524 | 209^ | 287 | 202^ | 207^ | 206^ | 81^ | 35v | 251^ | 158^ |
| 8.30 - 9.00 | | | | A | 12.8 | 21 | 996 | 1649 | 704 | 333 | 778 | 359 | 509 | 447 | 285 | 226^ | 544 | 204^ | 307 | 228^ | 259 | 204^ | 123^ | 62^ | 204^ | 125^ |
| 9.00 - 9.30 | | | | A | 14.7 | 25 | 1144 | 1701 | 712 | 282 | 743 | 267 | 445 | 403 | 338 | 240 | 489 | 127^ | 246 | 206^ | 248 | 217 | 185^ | 74^ | 284 | 166^ |
| 9.30 - 10.00 | | | | A | 15.7 | 27 | 1221 | 1853 | 751 | 304 | 800 | 292 | 476 | 408 | 362 | 259 | 537 | 161^ | 295 | 241 | 269 | 213 | 216 | 99^ | 300 | 166^ |
| CHILDREN OF AN LAC(S) | | | 178 | A | 12.5 | 20 | 973 | 1859 | 872 | 221^ | 1012 | 331 | 515 | 494 | 420 | 417 | 506 | 153^ | 300 | 303 | 240^ | 173^ | 111^ | 69^ | 230^ | 161^ |
| 2 THU. 8.00P 114 CBS GD | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 12.0 | 20 | 934 | 1910 | 944 | 227^ | 1010 | 309 | 466 | 477 | 436 | 466 | 518 | 149^ | 271 | 286 | 224^ | 218^ | 100^ | 58v | 282 | 183^ |
| 8.30 - 9.00 | | | | A | 12.2 | 19 | 949 | 1852 | 863 | 215^ | 1002 | 304 | 480 | 470 | 432 | 446 | 498 | 128^ | 274 | 313 | 255 | 174^ | 121^ | 65^ | 231^ | 164^ |
| 9.00 - 9.30 | | | | A | 12.4 | 19 | 965 | 1836 | 849 | 202^ | 1027 | 355 | 558 | 518 | 420 | 382 | 477 | 140^ | 297 | 292 | 246 | 150^ | 110^ | 81^ | 222^ | 163^ |
| 9.30 - 10.00 | | | | A | 13.4 | 20 | 1043 | 1861 | 845 | 244 | 1026 | 363 | 572 | 519 | 402 | 378 | 545 | 206^ | 361 | 325 | 231 | 155^ | 112^ | 69^ | 178^ | 130^ |
| CHIPS | 3 | 211 | | A | 18.8 | 29 | 1463 | 2255 | 770 | 342 | 857 | 343 | 548 | 492 | 369 | 230 | 827 | 266 | 494 | 435 | 408 | 286 | 181 | 66^ | 390 | 252 |
| 1 SUN. 8.00P 60 NBC OP | | 99 | | B | 18.1 | 29 | 1408 | 2229 | 703 | 310 | 782 | 309 | 501 | 456 | 346 | 210 | 695 | 236 | 437 | 392 | 346 | 218 | 244 | 119 | 508 | 338 |
| 8.00 - 8.30 | | | | A | 17.6 | 28 | 1369 | 2262 | 768 | 340 | 850 | 332 | 543 | 482 | 367 | 235 | 794 | 251 | 466 | 416 | 389 | 283 | 175 | 64^ | 443 | 289 |
| 8.30 - 9.00 | | | | A | 20.0 | 30 | 1556 | 2241 | 768 | 342 | 860 | 352 | 551 | 502 | 372 | 222 | 849 | 278 | 515 | 451 | 423 | 284 | 187 | 68^ | 345 | 217 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CORVETTE SUMMER PT. 1(S) | | 193 | | A | 13.1 | 22 | 1019 | 2069 | 677 | 264 | 747 | 225^ | 480 | 495 | 416 | 174^ | 538 | 223^ | 366 | 317 | 242 | 147^ | 336 | 156^ | 448 | 314 |
| 1 WED. 8.00P 60 CBS GD | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 12.0 | 21 | 934 | 1996 | 671 | 245^ | 753 | 210^ | 465 | 481 | 421 | 190^ | 499 | 190^ | 342 | 300 | 237^ | 137^ | 331 | 154^ | 413 | 281 |
| 8.30 - 9.00 | | | | A | 14.1 | 23 | 1097 | 2133 | 685 | 279 | 745 | 239 | 495 | 506 | 414 | 160^ | 569 | 252 | 388 | 333 | 247 | 149^ | 337 | 156^ | 482 | 345 |
| CORVETTE SUMMER PT.2(S) | | 193 | | A | 15.3 | 26 | 1190 | 1820 | 584 | 313 | 695 | 249 | 411 | 396 | 353 | 202 | 613 | 262 | 416 | 331 | 289 | 157^ | 225 | 106^ | 287 | 183^ |
| 1 THU. 8.00P 60 CBS GD | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 15.1 | 26 | 1175 | 1768 | 589 | 308 | 703 | 260 | 408 | 398 | 344 | 215 | 589 | 258 | 405 | 308 | 271 | 159^ | 199^ | 98^ | 277 | 176^ |
| 8.30 - 9.00 | | | | A | 15.4 | 26 | 1198 | 1870 | 581 | 318 | 688 | 239 | 415 | 395 | 361 | 191^ | 638 | 268 | 431 | 354 | 308 | 153^ | 247 | 115^ | 297 | 192^ |
| DALLAS | 47 | 204 | 197 | A | 20.5 | 38 | 1595 | 1883 | 820 | 347 | 910 | 369 | 584 | 497 | 392 | 271 | 493 | 196 | 313 | 279 | 233 | 152 | 177 | 115 | 303 | 214 |
| 1 FRI. 10.00P 60 CBS GD | | 99 | 99 | B | 22.6 | 40 | 1758 | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 10.00P 55 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 20.8 | 38 | 1618 | 1928 | 829 | 348 | 914 | 368 | 586 | 501 | 401 | 270 | 503 | 208 | 322 | 287 | 233 | 149 | 180 | 120 | 331 | 235 |
| 10.30 - 11.00 | | | | A | 20.3 | 39 | 1579 | 1824 | 811 | 348 | 903 | 369 | 578 | 492 | 379 | 274 | 483 | 180 | 299 | 270 | 234 | 158 | 172 | 108 | 266 | 189 |
| DISNEY'S WONDERFUL WORLD | 3 | 211 | 207 | A | 16.0 | 26 | 1245 | 2287 | 691 | 304 | 793 | 313 | 526 | 459 | 382 | 215 | 643 | 263 | 412 | 357 | 300 | 174 | 255 | 145 | 596 | 384 |
| 1 SUN. 7.00P 60 NBC FV | | 99 | 99 | B | 15.1 | 25 | 1175 | 2314 | 681 | 285 | 786 | 321 | 527 | 451 | 368 | 206 | 634 | 264 | 426 | 365 | 303 | 162 | 267 | 149 | 627 | 395 |
| 2 SUN. 7.14P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | | | | A | 12.4 | 22 | 965 | 2057 | 664 | 320 | 726 | 261 | 453 | 432 | 350 | 208^ | 656 | 203^ | 319 | 308 | 340 | 274 | 184^ | 58v | 491 | 331 |
| 7.30 - 8.00 | | | | A | 14.3 | 24 | 1113 | 2290 | 702 | 290 | 799 | 313 | 522 | 458 | 380 | 218 | 650 | 268 | 400 | 330 | 290 | 197 | 253 | 120 | 588 | 384 |
| 8.00 - 8.30 | | | | A | 18.9 | 30 | 1470 | 2314 | 651 | 298 | 778 | 336 | 521 | 421 | 347 | 215 | 608 | 280 | 432 | 361 | 270 | 125^ | 278 | 176 | 650 | 409 |
| 8.30 - 9.00 | | | | A | 19.5 | 29 | 1517 | 2413 | 686 | 322 | 792 | 312 | 536 | 463 | 398 | 208 | 661 | 280 | 456 | 379 | 325 | 147^ | 285 | 186 | 675 | 441 |
| DR. SEUSS-CAT IN THE HAT(S) | | 193 | | A | 12.9 | 19 | 1004 | 2123 | 699 | 314 | 699 | 416 | 544 | 371 | 174^ | 126^ | 442 | 187^ | 310 | 240 | 206^ | 89^ | 178^ | 62^ | 804 | 454 |
| 1 MON. 8.30P 30 CBS EA | | 97 | | | | | | | | | | | | | | | | | | | | | | | | |
| DUKES OF HAZZARD | 51 | 199 | 192 | A | 23.5 | 41 | 1828 | 2109 | 726 | 263 | 810 | 302 | 487 | 419 | 369 | 270 | 542 | 213 | 350 | 302 | 244 | 169 | 199 | 93 | 558 | 352 |
| FRI. 9.00P 60 CBS CS | | 99 | 98 | B | 22.1 | 39 | 1719 | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 22.7 | 40 | 1766 | 2077 | 715 | 246 | 800 | 293 | 467 | 399 | 363 | 279 | 536 | 210 | 343 | 295 | 235 | 170 | 193 | 92 | 548 | 346 |
| 9.30 - 10.00 | | | | A | 24.2 | 42 | 1883 | 2142 | 738 | 279 | 822 | 308 | 505 | 444 | 377 | 263 | 544 | 216 | 353 | 307 | 248 | 167 | 205 | 95 | 571 | 357 |
| ED CLARK FOR PRES. COMM(S) | | 196 | | A | 13.0 | 26 | 1011 | 1700 | 718 | 222^ | 756 | 295 | 421 | 394 | 266 | 260 | 644 | 279 | 399 | 339 | 234 | 212^ | 144^ | 40v | 156^ | 76^ |
| 1 WED. 10.56P 4 ABC P | | 97 | | | | | | | | | | | | | | | | | | | | | | | | |
| ED CLARK FOR PRES. COMM(S) | | | 196 | A | 17.4 | 27 | 1354 | 1832 | 556 | 217 | 608 | 190 | 352 | 359 | 297 | 205 | 780 | 297 | 456 | 434 | 329 | 258 | 206 | 63^ | 238 | 172^ |
| 2 MON. 8.55P 4 ABC P | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| ED CLARK-PRES.-THU.(S) | | | 201 | A | 16.3 | 28 | 1268 | 1724 | 841 | 241 | 933 | 307 | 524 | 467 | 469 | 311 | 574 | 169^ | 357 | 348 | 314 | 172^ | 157^ | 42v | 60^ | 55^ |
| 2 THU. 10.55P 5 NBC P | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| FANTASY ISLAND | 42 | 198 | 198 | A | 15.9 | 31 | 1237 | 1914 | 720 | 292 | 788 | 346 | 518 | 438 | 314 | 218 | 593 | 226 | 346 | 341 | 241 | 195 | 246 | 150 | 287 | 218 |
| 1 SAT. 10.00P 55 ABC A | | 99 | 99 | B | 18.6 | 35 | 1447 | | | | | | | | | | | | | | | | | | | |
| 2 SAT. 10.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 15.8 | 30 | 1229 | 1940 | 718 | 299 | 791 | 353 | 527 | 441 | 316 | 211 | 594 | 223 | 350 | 343 | 247 | 194 | 249 | 152 | 306 | 221 |
| 10.30 - 11.00 | | | | A | 16.1 | 32 | 1253 | 1873 | 720 | 279 | 779 | 335 | 505 | 435 | 309 | 221 | 585 | 223 | 335 | 334 | 234 | 195 | 244 | 147 | 265 | 213 |
| FAST BREAK(S) | | 193 | | A | 14.6 | 25 | 1136 | 1717 | 608 | 348 | 678 | 256 | 441 | 390 | 312 | 185^ | 686 | 293 | 444 | 406 | 309 | 171^ | 202^ | 71^ | 151^ | 85^ |
| 1 THU. 9.00P 115 CBS FF | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 13.8 | 23 | 1074 | 1678 | 586 | 315 | 656 | 248 | 414 | 371 | 301 | 178^ | 626 | 247 | 386 | 349 | 304 | 171^ | 180^ | 71^ | 216^ | 114^ |
| 9.30 - 10.00 | | | | A | 14.5 | 24 | 1128 | 1704 | 597 | 320 | 647 | 242 | 416 | 366 | 295 | 179^ | 656 | 281 | 415 | 376 | 305 | 171^ | 211 | 79^ | 190^ | 93^ |
| 10.00 - 10.30 | | | | A | 15.2 | 26 | 1183 | 1740 | 622 | 380 | 694 | 266 | 459 | 404 | 315 | 194^ | 743 | 334 | 496 | 454 | 315 | 174^ | 204 | 63^ | 99^ | 69^ |
| 10.30 - 11.00 | | | | A | 15.0 | 27 | 1167 | 1738 | 640 | 375 | 720 | 266 | 478 | 420 | 341 | 190^ | 717 | 312 | 479 | 436 | 310 | 168^ | 209 | 70^ | 92^ | 64^ |
| FLINTSTONES | 3 | 190 | 190 | A | 12.5 | 23 | 973 | 2090 | 668 | 202 | 713 | 270 | 458 | 402 | 337 | 223 | 441 | 186 | 274 | 257 | 195 | 138 | 213 | 115^ | 723 | 434 |
| FRI. 8.00P 60 NBC CE | | 95 | 93 | B | 12.6 | 23 | 980 | 2087 | 666 | 197 | 728 | 286 | 474 | 399 | 321 | 221 | 445 | 177 | 278 | 259 | 207 | 140 | 197 | 107 | 717 | 427 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FLINTSTONES-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 12.3 | 23 | 957 | 2133 | 693 | 213 | 734 | 256 | 457 | 412 | 359 | 241 | 469 | 183 | 281 | 273 | 213 | 149 | 231 | 126 | 699 | 415 |
| 8.30 - 9.00 | | | | A | 12.7 | 22 | 988 | 2047 | 642 | 191 | 690 | 282 | 456 | 389 | 314 | 207 | 415 | 186 | 268 | 243 | 176 | 129 | 199 | 105^ | 743 | 454 |
| GAMES PEOPLE PLAY | 3 | 201 | | A | 17.0 | 29 | 1323 | 1856 | 789 | 244 | 805 | 254 | 423 | 380 | 382 | 325 | 611 | 160^ | 286 | 277 | 289 | 286 | 166^ | 49^ | 274 | 133^ |
| 1 THU. 8.00P 60 NBC PV | | 98 | | B | 17.7 | 31 | 1377 | 1865 | 715 | 272 | 776 | 237 | 418 | 373 | 382 | 300 | 666 | 209 | 370 | 334 | 301 | 259 | 151 | 58 | 272 | 152 |
| 8.00 - 8.30 | | | | A | 16.8 | 29 | 1307 | 1826 | 787 | 221 | 799 | 221 | 403 | 373 | 399 | 337 | 617 | 159^ | 288 | 277 | 288 | 294 | 131^ | 21v | 279 | 133^ |
| 8.30 - 9.00 | | | | A | 17.3 | 29 | 1346 | 1865 | 780 | 262 | 800 | 282 | 435 | 384 | 363 | 308 | 597 | 159^ | 282 | 273 | 285 | 274 | 200 | 75^ | 268 | 132^ |
| HART TO HART | 33 | 192 | | A | 13.6 | 22 | 1058 | 1804 | 723 | 421 | 862 | 370 | 532 | 457 | 314 | 254 | 667 | 359 | 480 | 411 | 179^ | 175^ | 136^ | 71^ | 137^ | 102^ |
| 1 TUE. 10.00P 55 ABC PD | | 98 | | B | 18.8 | 32 | 1463 | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 13.6 | 21 | 1058 | 1747 | 688 | 407 | 833 | 363 | 515 | 440 | 296 | 248 | 655 | 353 | 468 | 393 | 176^ | 176^ | 123^ | 60^ | 136^ | 104^ |
| 10.30 - 11.00 | | | | A | 13.7 | 23 | 1066 | 1858 | 761 | 433 | 890 | 377 | 548 | 470 | 331 | 260 | 678 | 364 | 492 | 427 | 184^ | 175^ | 153^ | 82^ | 137^ | 100^ |
| HOME FRONT(S) | | | 186 | A | 9.9 | 16 | 770 | 1601 | 799 | 226^ | 911 | 308^ | 458 | 437 | 373 | 383 | 517 | 224^ | 346 | 273^ | 191^ | 145^ | 90^ | 50v | 83^ | 56v |
| 2 THU. 10.00P 60 CBS GD | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 9.8 | 16 | 762 | 1630 | 803 | 238^ | 916 | 318 | 464 | 445 | 361 | 385 | 525 | 231^ | 354 | 284^ | 196^ | 145^ | 92^ | 48v | 97^ | 66v |
| 10.30 - 11.00 | | | | A | 10.1 | 17 | 786 | 1543 | 788 | 211^ | 895 | 290^ | 447 | 426 | 384 | 375 | 500 | 213^ | 334 | 253^ | 182^ | 145^ | 82^ | 50v | 66v | 46v |
| INCREDIBLE HULK | 47 | 186 | 188 | A | 14.4 | 26 | 1120 | 2145 | 739 | 276 | 856 | 243 | 459 | 438 | 446 | 315 | 633 | 238 | 384 | 316 | 275 | 191 | 215 | 99^ | 441 | 287 |
| FRI. 8.00P 60 CBS SF | | 97 | 98 | B | 15.6 | 29 | 1214 | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 13.2 | 25 | 1027 | 2086 | 716 | 270 | 839 | 221 | 442 | 423 | 446 | 320 | 630 | 238 | 386 | 328 | 278 | 185 | 200 | 84^ | 417 | 262 |
| 8.30 - 9.00 | | | | A | 15.7 | 28 | 1221 | 2174 | 754 | 279 | 865 | 261 | 468 | 445 | 437 | 313 | 629 | 237 | 379 | 302 | 268 | 194 | 222 | 109 | 458 | 304 |
| J.CARSON ANNIVERSARY SPEC(S) | | 205 | | A | 25.6 | 39 | 1992 | 1836 | 822 | 319 | 892 | 353 | 567 | 481 | 409 | 264 | 669 | 267 | 432 | 374 | 312 | 186 | 184 | 72^ | 91^ | 55^ |
| 1 MON. 9.00P 120 NBC GV | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 24.5 | 35 | 1906 | 1911 | 856 | 299 | 944 | 370 | 592 | 499 | 417 | 293 | 649 | 256 | 418 | 367 | 302 | 187 | 169 | 85^ | 149 | 97^ |
| 9.30 - 10.00 | | | | A | 25.9 | 38 | 2015 | 1879 | 859 | 328 | 932 | 381 | 607 | 515 | 416 | 261 | 691 | 276 | 462 | 399 | 329 | 172 | 164 | 70^ | 92^ | 60^ |
| 10.00 - 10.30 | | | | A | 26.2 | 41 | 2038 | 1770 | 793 | 326 | 848 | 331 | 540 | 462 | 402 | 251 | 658 | 255 | 414 | 363 | 313 | 193 | 197 | 64^ | 67^ | 35^ |
| 10.30 - 11.00 | | | | A | 25.9 | 43 | 2015 | 1779 | 777 | 321 | 842 | 324 | 525 | 447 | 399 | 256 | 673 | 278 | 432 | 376 | 297 | 185 | 208 | 73^ | 56^ | 30v |
| JEFFERSONS | 46 | 187 | 185 | A | 15.7 | 26 | 1221 | 1834 | 893 | 244 | 951 | 308 | 520 | 491 | 416 | 354 | 577 | 183 | 339 | 292 | 294 | 205 | 174 | 100 | 132 | 93^ |
| 1 SUN. 10.44P 30 CBS CS | | 98 | 99 | B | 21.8 | 35 | 1696 | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 9.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LAVERNE & SHIRLEY | 26 | 190 | | A | 15.9 | 25 | 1237 | 1869 | 576 | 298 | 680 | 292 | 439 | 363 | 248 | 188^ | 542 | 269 | 376 | 319 | 184^ | 144^ | 266 | 165^ | 381 | 269 |
| 1 TUE. 8.30P 30 ABC CS | | 98 | | B | 17.5 | 30 | 1362 | | | | | | | | | | | | | | | | | | | |
| LITTLE HOUSE-PRAIRIE | 3 | 215 | 216 | A | 23.4 | 35 | 1821 | 1829 | 827 | 239 | 922 | 319 | 487 | 445 | 373 | 371 | 465 | 141 | 234 | 212 | 221 | 205 | 161 | 119 | 281 | 181 |
| MON. 8.00P 60 NBC GD | | 99 | 99 | B | 22.9 | 35 | 1782 | 1912 | 847 | 276 | 945 | 333 | 497 | 455 | 375 | 375 | 478 | 163 | 262 | 218 | 208 | 195 | 187 | 138 | 302 | 193 |
| 8.00 - 8.30 | | | | A | 21.7 | 34 | 1688 | 1812 | 827 | 233 | 926 | 319 | 488 | 447 | 373 | 375 | 453 | 130 | 223 | 201 | 218 | 205 | 162 | 118 | 271 | 172 |
| 8.30 - 9.00 | | | | A | 25.1 | 37 | 1953 | 1839 | 828 | 245 | 918 | 322 | 488 | 443 | 370 | 366 | 475 | 151 | 245 | 217 | 223 | 206 | 158 | 118 | 288 | 187 |
| LOU GRANT | 2 | 187 | | A | 16.9 | 27 | 1315 | 1606 | 935 | 434 | 1004 | 423 | 656 | 606 | 409 | 260 | 471 | 220 | 304 | 323 | 206 | 112^ | 85^ | 42v | 46v | 28v |
| 1 MON. 10.00P 60 CBS GD | | 99 | | B | 17.5 | 28 | 1362 | 1557 | 866 | 324 | 923 | 416 | 632 | 544 | 361 | 239 | 484 | 238 | 336 | 301 | 202 | 112 | 104 | 58 | 46 | 24 |
| 10.00 - 10.30 | | | | A | 16.7 | 26 | 1299 | 1604 | 934 | 423 | 975 | 427 | 622 | 579 | 369 | 260 | 470 | 223 | 305 | 336 | 202 | 104^ | 110^ | 55^ | 49^ | 32v |
| 10.30 - 11.00 | | | | A | 17.0 | 28 | 1323 | 1611 | 939 | 446 | 1035 | 423 | 690 | 632 | 446 | 261 | 472 | 221 | 306 | 309 | 208 | 121^ | 61^ | 29v | 43v | 24v |
| LOVE BOAT | 50 | 194 | 196 | A | 17.4 | 32 | 1354 | 1985 | 765 | 309 | 873 | 353 | 540 | 435 | 349 | 288 | 582 | 221 | 344 | 321 | 240 | 191 | 205 | 116 | 325 | 252 |
| SAT. 9.00P 60 ABC CS | | 96 | 97 | B | 19.3 | 35 | 1502 | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 16.8 | 31 | 1307 | 1986 | 763 | 309 | 881 | 357 | 540 | 435 | 350 | 295 | 578 | 216 | 342 | 324 | 239 | 191 | 194 | 112 | 333 | 258 |
| 9.30 - 10.00 | | | | A | 18.1 | 33 | 1408 | 1967 | 760 | 307 | 859 | 346 | 535 | 433 | 346 | 277 | 580 | 220 | 340 | 319 | 242 | 189 | 214 | 119 | 314 | 245 |
| LOVE BOAT SPECIAL(S) | | | 201 | A | 17.8 | 33 | 1385 | 1991 | 683 | 260 | 805 | 317 | 466 | 382 | 322 | 273 | 665 | 227 | 374 | 350 | 293 | 227 | 155^ | 70^ | 366 | 246 |
| 2 SAT. 8.27P 33 ABC CS | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | A | 17.8 | 33 | 1385 | 1999 | 689 | 257 | 810 | 320 | 468 | 386 | 322 | 274 | 662 | 226 | 370 | 348 | 292 | 226 | 156^ | 70^ | 371 | 249 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME | WK # | DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| M*A*S*H | | | | | | | 48 | 190 | 189 | A | 17.5 | 26 | 1362 | 1755 | 720 | 263 | 776 | 358 | 488 | 439 | 318 | 218 | 549 | 239 | 376 | 351 | 268 | 137 | 202 | 111 | 228 | 117 |
| | 1 | MON. | 9.00P | 30 | CBS | CS | | 99 | 98 | B | 23.3 | 36 | 1813 | | | | | | | | | | | | | | | | | | | |
| | 2 | MON. | 8.00P | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MEN WHO RATE A '10'(S) | | | | | | | | | 207 | A | 20.4 | 34 | 1587 | 1658 | 820 | 271 | 882 | 340 | 537 | 519 | 408 | 252 | 551 | 221 | 340 | 315 | 257 | 154 | 166 | 108^ | 59^ | 39^ |
| | 2 | TUE. | 10.00P | 60 | NBC | GV | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | | | | | | | A | 21.2 | 34 | 1649 | 1665 | 807 | 263 | 873 | 312 | 513 | 519 | 414 | 267 | 550 | 214 | 330 | 311 | 259 | 165 | 171 | 110^ | 71^ | 49^ |
| 10.30 - 11.00 | | | | | | | | | | A | 19.7 | 34 | 1533 | 1636 | 828 | 278 | 885 | 370 | 560 | 517 | 394 | 232 | 548 | 229 | 350 | 316 | 250 | 141^ | 158 | 105^ | 45^ | 29v |
| MORE WILD WILD WEST PT. 1(S) | | | | | | | | | 180 | A | 14.3 | 23 | 1113 | 1789 | 618 | 194^ | 637 | 232 | 356 | 390 | 292 | 219 | 621 | 349 | 429 | 270 | 198^ | 158^ | 156^ | 92^ | 375 | 221 |
| | 2 | TUE. | 8.00P | 60 | CBS | A | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | | | | | | | A | 14.0 | 23 | 1089 | 1754 | 631 | 182^ | 650 | 236 | 352 | 377 | 293 | 240 | 603 | 342 | 416 | 251 | 186^ | 164^ | 145^ | 92^ | 356 | 208^ |
| 8.30 - 9.00 | | | | | | | | | | A | 14.6 | 23 | 1136 | 1812 | 604 | 203^ | 622 | 229 | 357 | 398 | 288 | 198^ | 630 | 355 | 438 | 289 | 208 | 144^ | 165^ | 89^ | 395 | 231 |
| MORE WILD WILD WEST PT. 2(S) | | | | | | | | | 179 | A | 11.7 | 19 | 910 | 1737 | 602 | 294 | 672 | 283 | 429 | 419 | 340 | 165^ | 575 | 278 | 431 | 351 | 228^ | 128^ | 117^ | 91^ | 373 | 218^ |
| | 2 | WED. | 8.00P | 60 | CBS | A | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | | | | | | | A | 11.6 | 19 | 902 | 1649 | 592 | 294 | 674 | 278 | 414 | 407 | 338 | 180^ | 553 | 271 | 408 | 330 | 209^ | 129^ | 88^ | 80^ | 334 | 202^ |
| 8.30 - 9.00 | | | | | | | | | | A | 11.8 | 18 | 918 | 1809 | 609 | 293 | 664 | 288 | 443 | 428 | 338 | 147^ | 592 | 284 | 449 | 369 | 243^ | 127^ | 143^ | 100^ | 410 | 235^ |
| NAT'L LEAGUE CHAMP PRE 1(S) | | | | | | | | | 204 | A | 15.7 | 29 | 1221 | 1753 | 519 | 182^ | 635 | 189^ | 298 | 280 | 232 | 281 | 831 | 272 | 410 | 390 | 359 | 357 | 119^ | 25v | 168^ | 136^ |
| | 2 | TUE. | 8.00P | 15 | ABC | SC | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| NAT'L LEAGUE CHAMP GM 1(S) | | | | | | | | | 204 | A | 21.6 | 35 | 1680 | 1586 | 498 | 167 | 549 | 143 | 247 | 245 | 227 | 256 | 837 | 290 | 458 | 431 | 379 | 322 | 102^ | 29v | 98^ | 80^ |
| | 2 | TUE. | 8.15P | 176 | ABC | SE | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | | | | | | | A | 19.8 | 32 | 1540 | 1741 | 511 | 171 | 599 | 172 | 271 | 252 | 232 | 279 | 855 | 252 | 447 | 434 | 415 | 345 | 119^ | 13v | 168 | 141^ |
| 9.00 - 9.30 | | | | | | | | | | A | 22.8 | 35 | 1774 | 1651 | 545 | 173 | 594 | 178 | 282 | 277 | 238 | 256 | 814 | 253 | 431 | 415 | 391 | 323 | 93^ | 29v | 150 | 128^ |
| 9.30 - 10.00 | | | | | | | | | | A | 22.9 | 35 | 1782 | 1593 | 520 | 157 | 562 | 154 | 243 | 242 | 217 | 274 | 838 | 296 | 470 | 447 | 378 | 313 | 103^ | 36^ | 90^ | 71^ |
| 10.00 - 10.30 | | | | | | | | | | A | 22.7 | 36 | 1766 | 1495 | 465 | 165 | 501 | 114^ | 217 | 221 | 216 | 244 | 850 | 317 | 473 | 443 | 373 | 317 | 100^ | 32v | 44^ | 35^ |
| 10.30 - 11.00 | | | | | | | | | | A | 22.9 | 38 | 1782 | 1471 | 460 | 174 | 488 | 98^ | 216 | 239 | 233 | 226 | 838 | 322 | 470 | 430 | 351 | 313 | 94^ | 39^ | 51^ | 38^ |
| NAT'L LEAGUE CHAMP PRE 2(S) | | | | | | | | | 203 | A | 14.4 | 26 | 1120 | 1735 | 528 | 219 | 616 | 218 | 321 | 262 | 245 | 262 | 843 | 300 | 444 | 395 | 380 | 323 | 117^ | 58^ | 159^ | 112^ |
| | 2 | WED. | 8.00P | 15 | ABC | SC | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| NAT'L LEAGUE CHAMP GM 2(S) | | | | | | | | | 203 | A | 21.3 | 35 | 1657 | 1578 | 527 | 229 | 586 | 213 | 329 | 297 | 243 | 218 | 825 | 308 | 472 | 432 | 358 | 298 | 79^ | 19v | 88^ | 69^ |
| | 2 | WED. | 8.15P | 216 | ABC | SE | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | | | | | | | A | 18.2 | 30 | 1416 | 1792 | 573 | 217 | 651 | 222 | 342 | 285 | 249 | 278 | 851 | 326 | 478 | 425 | 351 | 315 | 106^ | 47^ | 184 | 136^ |
| 9.00 - 9.30 | | | | | | | | | | A | 21.0 | 33 | 1634 | 1669 | 559 | 236 | 610 | 215 | 322 | 301 | 250 | 248 | 858 | 314 | 489 | 479 | 377 | 297 | 91^ | 26v | 110^ | 90^ |
| 9.30 - 10.00 | | | | | | | | | | A | 22.2 | 34 | 1727 | 1636 | 573 | 239 | 625 | 228 | 349 | 324 | 251 | 242 | 841 | 300 | 481 | 445 | 371 | 302 | 72^ | 20v | 98^ | 71^ |
| 10.00 - 10.30 | | | | | | | | | | A | 22.0 | 33 | 1712 | 1566 | 513 | 216 | 572 | 224 | 331 | 298 | 241 | 205 | 841 | 306 | 465 | 426 | 366 | 313 | 75^ | 8v | 78^ | 67^ |
| 10.30 - 11.00 | | | | | | | | | | A | 23.2 | 37 | 1805 | 1460 | 490 | 200 | 540 | 205 | 320 | 285 | 223 | 179 | 826 | 313 | 478 | 435 | 351 | 291 | 61^ | 9v | 33v | 29v |
| 11.00 - 11.30 | | | | | | | | | | A | 24.0 | 43 | 1867 | 1448 | 511 | 257 | 562 | 207 | 328 | 304 | 244 | 182 | 786 | 307 | 474 | 423 | 345 | 276 | 61^ | 3v | 39^ | 39^ |
| 11.30 - 12.00 | | | | | | | | | | A | 21.8 | 48 | 1696 | 1405 | 452 | 237 | 517 | 183 | 303 | 290 | 245 | 162 | 759 | 278 | 439 | 377 | 345 | 290 | 72^ | 16v | 57^ | 50^ |
| NAT'L LEAGUE CHAMP GM 5(S) | | | | | | | | | 202 | A | 27.8 | 44 | 2163 | 1907 | 636 | 258 | 701 | 223 | 392 | 362 | 341 | 246 | 970 | 337 | 576 | 515 | 456 | 318 | 137 | 60^ | 99^ | 82^ |
| | 2 | SUN. | 8.00P | 235 | ABC | SE | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | | | | | | | A | 20.7 | 34 | 1610 | 1935 | 612 | 251 | 709 | 223 | 385 | 378 | 325 | 269 | 907 | 306 | 538 | 478 | 416 | 311 | 174 | 62^ | 145^ | 114^ |
| 8.30 - 9.00 | | | | | | | | | | A | 24.1 | 38 | 1875 | 1950 | 611 | 263 | 702 | 215 | 383 | 368 | 341 | 261 | 897 | 310 | 532 | 470 | 409 | 308 | 188 | 80^ | 163 | 132 |
| 9.00 - 9.30 | | | | | | | | | | A | 27.9 | 42 | 2171 | 1908 | 600 | 239 | 680 | 214 | 371 | 338 | 323 | 248 | 956 | 323 | 571 | 523 | 461 | 307 | 137 | 65^ | 135 | 110 |
| 9.30 - 10.00 | | | | | | | | | | A | 28.2 | 42 | 2194 | 1882 | 596 | 259 | 666 | 207 | 357 | 341 | 327 | 243 | 966 | 320 | 557 | 517 | 482 | 315 | 138 | 63^ | 112 | 97^ |
| 10.00 - 10.30 | | | | | | | | | | A | 29.4 | 44 | 2287 | 1893 | 636 | 274 | 693 | 218 | 396 | 367 | 341 | 231 | 979 | 337 | 568 | 528 | 471 | 318 | 127 | 57^ | 94^ | 83^ |
| 10.30 - 11.00 | | | | | | | | | | A | 30.1 | 46 | 2342 | 1941 | 673 | 268 | 722 | 221 | 405 | 377 | 357 | 256 | 1004 | 348 | 581 | 522 | 472 | 338 | 134 | 61^ | 81^ | 75^ |
| 11.00 - 11.30 | | | | | | | | | | A | 31.3 | 51 | 2435 | 1917 | 677 | 254 | 725 | 240 | 420 | 366 | 362 | 240 | 1021 | 370 | 619 | 534 | 475 | 324 | 129 | 58^ | 42^ | 36^ |
| 11.30 - 12.00 | | | | | | | | | | A | 31.8 | 62 | 2474 | 1808 | 659 | 250 | 705 | 246 | 414 | 365 | 351 | 219 | 985 | 349 | 596 | 515 | 444 | 324 | 86^ | 33^ | 32^ | 28^ |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NAT'L LEAGUE CHAMP POST(S) | | | 197 | A | 21.2 | 51 | 1649 | 1589 | 603 | 213 | 644 | 213 | 364 | 324 | 329 | 202 | 857 | 299 | 524 | 469 | 418 | 277 | 81^ | 32v | 7v | 7v |
| 2 SUN. 11.55P 11 ABC SC | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| NBC MAGAZINE | 3 | 195 | 190 | A | 9.2 | 17 | 716 | 1563 | 685 | 204 | 741 | 173 | 326 | 319 | 375 | 358 | 672 | 175 | 387 | 390 | 383 | 242 | 99^ | 21v | 51^ | 46^ |
| 1 FRI. 10.00P 55 NBC DN | | 99 | 98 | B | 9.5 | 18 | 739 | 1525 | 671 | 212 | 720 | 169 | 302 | 295 | 357 | 355 | 663 | 171 | 363 | 355 | 363 | 253 | 92 | 14 | 50 | 42 |
| 2 FRI. 10.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 9.5 | 17 | 739 | 1552 | 680 | 208 | 739 | 176 | 337 | 325 | 377 | 352 | 645 | 163 | 363 | 368 | 366 | 239 | 103^ | 22v | 65^ | 55^ |
| 10.30 - 11.00 | | | | A | 9.1 | 17 | 708 | 1538 | 680 | 194 | 728 | 165^ | 308 | 306 | 368 | 357 | 683 | 183 | 405 | 400 | 389 | 241 | 92^ | 20v | 35v | 35v |
| NBC MONDAY NIGHT MOVIES | 3 | | 202 | A | 16.1 | 26 | 1253 | 1563 | 791 | 281 | 878 | 341 | 470 | 458 | 361 | 312 | 611 | 191 | 356 | 332 | 320 | 223 | 40v | 21v | 34v | 21v |
| 2 MON. 9.00P 145 NBC FF | | | 99 | B | 22.7 | 35 | 1766 | 1763 | 745 | 319 | 851 | 324 | 490 | 465 | 372 | 277 | 681 | 254 | 451 | 408 | 330 | 194 | 112 | 45 | 119 | 82 |
| 9.00 - 9.30 | | | | A | 17.6 | 26 | 1369 | 1618 | 771 | 283 | 873 | 346 | 479 | 451 | 356 | 304 | 581 | 173^ | 343 | 302 | 306 | 211 | 76^ | 51^ | 88^ | 56^ |
| 9.30 - 10.00 | | | | A | 16.7 | 25 | 1299 | 1597 | 756 | 267 | 864 | 342 | 462 | 455 | 337 | 308 | 614 | 200 | 352 | 311 | 302 | 234 | 56^ | 40v | 63^ | 38v |
| 10.00 - 10.30 | | | | A | 15.9 | 25 | 1237 | 1541 | 810 | 277 | 894 | 358 | 490 | 488 | 373 | 304 | 617 | 199 | 367 | 344 | 328 | 222 | 26v | 5v | 4v | LT |
| 10.30 - 11.00 | | | | A | 15.5 | 26 | 1206 | 1527 | 800 | 266 | 882 | 327 | 466 | 455 | 379 | 323 | 626 | 204 | 368 | 351 | 332 | 227 | 19v | LT | LT | LT |
| 11.00 - 11.30 | | | | A | 14.7 | 29 | 1144 | 1497 | 826 | 311 | 863 | 319 | 441 | 431 | 357 | 319 | 622 | 179^ | 356 | 362 | 337 | 221 | 12v | LT | LT | LT |
| NBC MOVIE OF THE WEEK | 4 | 204 | 201 | A | 19.8 | 33 | 1540 | 1569 | 778 | 283 | 825 | 296 | 492 | 467 | 400 | 245 | 567 | 210 | 370 | 330 | 271 | 161 | 97 | 70^ | 80 | 42^ |
| WED. 9.00P 115 NBC FF | | 99 | 99 | B | 24.7 | 40 | 1922 | 1684 | 771 | 312 | 846 | 337 | 546 | 492 | 398 | 219 | 623 | 239 | 425 | 370 | 303 | 160 | 126 | 59 | 89 | 53 |
| 9.00 - 9.30 | | | | A | 20.3 | 33 | 1579 | 1666 | 795 | 289 | 848 | 299 | 494 | 475 | 406 | 269 | 565 | 199 | 355 | 325 | 271 | 171 | 130 | 85 | 123 | 69^ |
| 9.30 - 10.00 | | | | A | 19.8 | 32 | 1540 | 1595 | 782 | 285 | 831 | 298 | 489 | 472 | 402 | 248 | 595 | 227 | 391 | 332 | 280 | 167 | 88 | 71^ | 81 | 43^ |
| 10.00 - 10.30 | | | | A | 20.2 | 34 | 1572 | 1526 | 779 | 283 | 817 | 293 | 498 | 468 | 400 | 231 | 560 | 215 | 374 | 331 | 267 | 153 | 87 | 66^ | 62^ | 32^ |
| 10.30 - 11.00 | | | | A | 18.7 | 33 | 1455 | 1474 | 759 | 276 | 809 | 294 | 489 | 456 | 391 | 233 | 552 | 200 | 362 | 335 | 268 | 157 | 69^ | 51^ | 44^ | 23^ |
| NBC NEWS UPDATE-M-F | 10 | 181 | 183 | A | 18.8 | 30 | 1463 | 1779 | 773 | 252 | 837 | 299 | 468 | 423 | 369 | 301 | 493 | 152 | 271 | 263 | 243 | 187 | 154 | 89 | 295 | 174 |
| MWTHF 8.58P 1 NBC N | | 94 | 94 | B | 18.8 | 30 | 1463 | 1779 | 773 | 252 | 837 | 299 | 468 | 423 | 369 | 301 | 493 | 152 | 271 | 263 | 243 | 187 | 154 | 89 | 295 | 174 |
| 1 TUE. 9.07P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 9.05P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-SAT. | 2 | 186 | 186 | A | 11.0 | 20 | 856 | 1896 | 860 | 259 | 899 | 220 | 387 | 396 | 385 | 442 | 702 | 217 | 328 | 335 | 341 | 300 | 87^ | 27v | 208 | 104^ |
| 1 SAT. 9.02P 1 NBC N | | 95 | 95 | B | 11.0 | 20 | 856 | 1896 | 860 | 259 | 899 | 220 | 387 | 396 | 385 | 442 | 702 | 217 | 328 | 335 | 341 | 300 | 87 | 27 | 208 | 104 |
| 2 SAT. 9.07P 3 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-SUN. | 2 | 181 | 187 | A | 17.9 | 26 | 1393 | 2165 | 787 | 355 | 875 | 338 | 574 | 539 | 422 | 219 | 734 | 257 | 457 | 413 | 375 | 217 | 193 | 113 | 363 | 238 |
| 1 SUN. 8.58P 1 NBC N | | 95 | 96 | B | 17.9 | 26 | 1393 | 2165 | 787 | 355 | 875 | 338 | 574 | 539 | 422 | 219 | 734 | 257 | 457 | 413 | 375 | 217 | 193 | 113 | 363 | 238 |
| 2 SUN. 9.12P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NIGHTLY NEWS-SAT. | 1 | | 143 | A | 6.3 | 13 | 490 | 1643 | 769 | 222^ | 952 | 289^ | 389^ | 286^ | 369^ | 476^ | 552 | 132^ | 186^ | 221^ | 282^ | 331^ | 47v | 47v | 92v | 37v |
| 2 SAT. 6.30P 30 NBC N | | | 85 | B | 6.3 | 13 | 490 | 1643 | 769 | 222 | 952 | 289 | 389 | 286 | 369 | 476 | 552 | 132 | 186 | 221 | 282 | 331 | 47 | 47 | 92 | 37 |
| NBC NIGHTLY NEWS-SUN. | 1 | 131 | | A | 8.1 | 15 | 630 | 1732 | 781 | 155^ | 798 | 166^ | 336^ | 404 | 423 | 384 | 762 | 260^ | 398 | 407 | 388 | 298^ | 58v | 30v | 114^ | 69v |
| 1 SUN. 6.30P 30 NBC N | | 77 | | B | 8.1 | 15 | 630 | 1732 | 781 | 155 | 798 | 166 | 336 | 404 | 423 | 384 | 762 | 260 | 398 | 407 | 388 | 298 | 58 | 30 | 114 | 69 |
| NBC NIGHTLY NEWS | 10 | 207 | 207 | A | 11.6 | 23 | 902 | 1579 | 741 | 210 | 790 | 175 | 310 | 322 | 357 | 406 | 610 | 146 | 275 | 299 | 293 | 289 | 66 | 32^ | 113 | 74 |
| M-F 6.30P 30 NBC N | | 99 | 99 | B | 11.6 | 23 | 902 | 1579 | 741 | 210 | 790 | 175 | 310 | 322 | 357 | 406 | 610 | 146 | 275 | 299 | 293 | 289 | 66 | 32 | 113 | 74 |
| NBC SATURDAY NIGHT MOVIES | 4 | 204 | 203 | A | 12.4 | 23 | 965 | 1915 | 861 | 222 | 921 | 258 | 452 | 454 | 408 | 381 | 718 | 233 | 360 | 367 | 332 | 280 | 89^ | 20v | 187 | 103^ |
| 1 SAT. 8.00P 180 NBC FF | | 99 | 99 | B | 13.9 | 26 | 1081 | 1930 | 825 | 249 | 894 | 257 | 473 | 454 | 421 | 336 | 722 | 218 | 392 | 392 | 369 | 262 | 104 | 35 | 210 | 117 |
| 2 SAT. 8.00P 175 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 10.5 | 19 | 817 | 1939 | 870 | 211 | 898 | 266 | 456 | 438 | 434 | 349 | 704 | 237 | 363 | 353 | 322 | 273 | 97^ | 33v | 240 | 153 |
| 8.30 - 9.00 | | | | A | 11.7 | 22 | 910 | 1964 | 873 | 210 | 915 | 240 | 430 | 417 | 426 | 398 | 715 | 222 | 347 | 355 | 340 | 289 | 105^ | 20v | 229 | 137 |
| 9.00 - 9.30 | | | | A | 12.4 | 23 | 965 | 1936 | 844 | 217 | 908 | 232 | 422 | 444 | 407 | 389 | 736 | 246 | 382 | 381 | 337 | 277 | 91^ | 22v | 201 | 100^ |
| 9.30 - 10.00 | | | | A | 12.9 | 23 | 1004 | 1890 | 828 | 237 | 904 | 259 | 435 | 448 | 393 | 371 | 703 | 242 | 352 | 350 | 310 | 276 | 85^ | 19v | 198 | 86^ |
| 10.00 - 10.30 | | | | A | 13.8 | 26 | 1074 | 1871 | 867 | 232 | 934 | 268 | 466 | 472 | 389 | 385 | 712 | 228 | 351 | 369 | 325 | 278 | 81^ | 17v | 144 | 80^ |
| 10.30 - 11.00 | | | | A | 13.7 | 27 | 1066 | 1850 | 872 | 219 | 933 | 267 | 478 | 483 | 399 | 378 | 713 | 222 | 355 | 376 | 333 | 278 | 81^ | 15v | 123 | 72^ |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC THURSDAY NIGHT MOVIES | 4 | 195 | 202 | A | 21.2 | 35 | 1649 | 1687 | 806 | 246 | 865 | 329 | 501 | 453 | 391 | 282 | 557 | 184 | 324 | 313 | 280 | 187 | 178 | 75 | 87 | 60^ |
| THU. 9.00P 115 NBC FF | | 97 | 99 | B | 24.3 | 40 | 1891 | 1747 | 789 | 284 | 856 | 329 | 526 | 463 | 408 | 257 | 641 | 230 | 405 | 374 | 318 | 192 | 146 | 72 | 104 | 66 |
| 9.00 - 9.30 | | | | A | 20.6 | 33 | 1603 | 1709 | 804 | 262 | 859 | 321 | 485 | 450 | 381 | 290 | 538 | 176 | 297 | 294 | 253 | 198 | 201 | 81 | 111 | 66^ |
| 9.30 - 10.00 | | | | A | 21.2 | 33 | 1649 | 1676 | 815 | 249 | 866 | 337 | 508 | 451 | 384 | 278 | 546 | 179 | 310 | 312 | 268 | 189 | 172 | 76 | 92 | 65^ |
| 10.00 - 10.30 | | | | A | 21.8 | 36 | 1696 | 1690 | 812 | 234 | 875 | 331 | 517 | 470 | 410 | 272 | 566 | 190 | 343 | 325 | 299 | 175 | 168 | 77 | 81 | 57^ |
| 10.30 - 11.00 | | | | A | 21.5 | 37 | 1673 | 1656 | 777 | 235 | 846 | 319 | 488 | 435 | 390 | 280 | 566 | 187 | 339 | 317 | 296 | 182 | 180 | 67^ | 64^ | 48^ |
| NBC TUESDAY NIGHT MOVIE | 4 | 203 | 201 | A | 19.4 | 30 | 1509 | 1729 | 780 | 267 | 866 | 282 | 465 | 461 | 409 | 308 | 516 | 144 | 286 | 275 | 273 | 192 | 123 | 63^ | 224 | 150 |
| TUE. 8.00P 120 NBC FF | | 99 | 99 | B | 22.3 | 35 | 1735 | 1771 | 761 | 300 | 836 | 275 | 473 | 475 | 416 | 272 | 604 | 211 | 370 | 349 | 301 | 186 | 137 | 71 | 194 | 134 |
| 8.00 - 8.30 | | | | A | 17.0 | 28 | 1323 | 1726 | 754 | 246 | 834 | 249 | 409 | 418 | 391 | 333 | 495 | 120 | 243 | 247 | 258 | 219 | 130 | 54^ | 267 | 177 |
| 8.30 - 9.00 | | | | A | 18.7 | 29 | 1455 | 1743 | 788 | 247 | 870 | 277 | 451 | 435 | 403 | 330 | 499 | 135 | 267 | 251 | 256 | 200 | 127 | 58^ | 247 | 162 |
| 9.00 - 9.30 | | | | A | 20.7 | 31 | 1610 | 1730 | 793 | 284 | 883 | 301 | 498 | 485 | 421 | 291 | 527 | 154 | 311 | 298 | 287 | 176 | 116 | 66^ | 204 | 138 |
| 9.30 - 10.00 | | | | A | 21.1 | 32 | 1642 | 1722 | 784 | 287 | 871 | 295 | 489 | 496 | 416 | 285 | 536 | 162 | 313 | 298 | 289 | 176 | 123 | 71^ | 192 | 132 |
| NEWSBREAK-M-F | 248 | 173 | 167 | A | 13.4 | 21 | 1043 | 1871 | 691 | 261 | 760 | 255 | 442 | 427 | 374 | 243 | 575 | 223 | 373 | 327 | 268 | 163 | 198 | 105 | 338 | 213 |
| 1 MON. 8.28P 1 CBS N | | 92 | 92 | B | 14.2 | 23 | 1105 | | | | | | | | | | | | | | | | | | | |
| 1 TUE. 8.35P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. 8.57P 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 TH & F 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MTUWF 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 8.55P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SAT. | 52 | 174 | 178 | A | 13.4 | 25 | 1043 | 1651 | 618 | 290 | 744 | 219 | 378 | 356 | 372 | 299 | 553 | 167 | 332 | 348 | 292 | 187 | 120 | 90^ | 234 | 153 |
| SAT. 8.28P 1 CBS N | | 93 | 93 | B | 11.3 | 21 | 879 | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SUN. | 52 | 178 | 169 | A | 15.1 | 22 | 1175 | 1784 | 872 | 281 | 963 | 278 | 465 | 407 | 409 | 435 | 576 | 170 | 293 | 262 | 289 | 235 | 122 | 72^ | 123 | 78^ |
| 1 SUN. 9.08P 1 CBS N | | 94 | 94 | B | 19.3 | 31 | 1502 | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NFL MONDAY NIGHT FOOTBALL | 4 | 203 | 204 | A | 19.6 | 33 | 1525 | 1521 | 375 | 164 | 412 | 161 | 263 | 228 | 197 | 123 | 908 | 366 | 578 | 533 | 404 | 272 | 124 | 49^ | 77^ | 56^ |
| 1 MON. 9.00P 180 ABC SE | | 99 | 99 | B | 18.8 | 32 | 1463 | 1537 | 390 | 161 | 425 | 166 | 268 | 235 | 193 | 120 | 914 | 381 | 581 | 524 | 398 | 270 | 123 | 37 | 75 | 56 |
| 2 MON. 9.00P 181 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 19.9 | 30 | 1548 | 1676 | 425 | 167 | 468 | 193 | 307 | 243 | 216 | 139 | 893 | 353 | 533 | 500 | 383 | 291 | 131 | 42^ | 184 | 129 |
| 9.30 - 10.00 | | | | A | 21.8 | 32 | 1696 | 1612 | 407 | 157 | 445 | 171 | 290 | 236 | 214 | 132 | 913 | 354 | 571 | 527 | 414 | 279 | 145 | 57^ | 109 | 70^ |
| 10.00 - 10.30 | | | | A | 22.1 | 34 | 1719 | 1533 | 388 | 171 | 422 | 169 | 270 | 236 | 199 | 123 | 929 | 362 | 610 | 546 | 429 | 274 | 138 | 60^ | 44^ | 32^ |
| 10.30 - 11.00 | | | | A | 19.8 | 31 | 1540 | 1481 | 355 | 166 | 379 | 133 | 235 | 219 | 196 | 114 | 944 | 386 | 625 | 561 | 418 | 272 | 124 | 54^ | 34^ | 29^ |
| 11.00 - 11.30 | | | | A | 18.6 | 35 | 1447 | 1385 | 324 | 173 | 352 | 143 | 223 | 207 | 166 | 103 | 889 | 388 | 582 | 529 | 379 | 255 | 104 | 42^ | 40^ | 31^ |
| 11.30 - 12.00 | | | | A | 15.4 | 37 | 1198 | 1422 | 350 | 157 | 391 | 147 | 242 | 230 | 186 | 118 | 886 | 361 | 543 | 532 | 400 | 266 | 100 | 40^ | 45^ | 39^ |
| ONE DAY AT A TIME | 44 | | 184 | A | 13.4 | 20 | 1043 | 1953 | 949 | 276 | 1024 | 344 | 490 | 346 | 330 | 467 | 590 | 221^ | 299 | 217^ | 248 | 252 | 164^ | 139^ | 175^ | 119^ |
| 2 SUN. 8.30P 30 CBS CS | | | 99 | B | 19.4 | 31 | 1509 | | | | | | | | | | | | | | | | | | | |
| PERFECT MATCH(S) | | 192 | | A | 19.3 | 29 | 1502 | 1668 | 866 | 294 | 936 | 242 | 472 | 457 | 465 | 395 | 565 | 140^ | 294 | 297 | 312 | 208 | 82^ | 32v | 85^ | 38v |
| 1 SUN. 8.14P 120 CBS GD | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | A | 17.9 | 27 | 1393 | 1681 | 843 | 307 | 923 | 247 | 463 | 442 | 439 | 393 | 571 | 134^ | 306 | 314 | 325 | 207 | 68^ | 22v | 119^ | 65^ |
| 9.00 - 9.30 | | | | A | 19.7 | 29 | 1533 | 1694 | 876 | 282 | 949 | 241 | 488 | 468 | 479 | 398 | 566 | 136^ | 293 | 298 | 312 | 212 | 98^ | 36v | 81^ | 37v |
| 9.30 - 10.00 | | | | A | 20.2 | 29 | 1572 | 1656 | 885 | 294 | 953 | 243 | 490 | 481 | 489 | 395 | 555 | 141^ | 284 | 285 | 300 | 207 | 82^ | 39^ | 66^ | 21v |
| PLAYING FOR TIME(S) | | 189 | | A | 26.2 | 41 | 2038 | 1680 | 807 | 313 | 875 | 286 | 514 | 495 | 456 | 274 | 598 | 159 | 332 | 368 | 348 | 202 | 112^ | 56^ | 95^ | 47^ |
| 1 TUE. 8.00P 175 CBS GD | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 23.5 | 39 | 1828 | 1741 | 866 | 279 | 925 | 300 | 505 | 484 | 466 | 326 | 568 | 161 | 324 | 347 | 318 | 193 | 118^ | 56^ | 130 | 62^ |
| 8.30 - 9.00 | | | | A | 25.1 | 40 | 1953 | 1684 | 828 | 307 | 900 | 275 | 497 | 499 | 483 | 300 | 544 | 133 | 284 | 330 | 323 | 196 | 113^ | 54^ | 127 | 63^ |
| 9.00 - 9.30 | | | | A | 26.7 | 41 | 2077 | 1691 | 787 | 336 | 857 | 277 | 509 | 499 | 458 | 260 | 610 | 175 | 343 | 390 | 342 | 193 | 118 | 55^ | 106^ | 64^ |
| 9.30 - 10.00 | | | | A | 27.5 | 41 | 2140 | 1727 | 806 | 332 | 884 | 304 | 542 | 510 | 447 | 262 | 620 | 171 | 354 | 386 | 356 | 199 | 125 | 61^ | 98^ | 53^ |
| 10.00 - 10.30 | | | | A | 27.7 | 43 | 2155 | 1639 | 788 | 311 | 852 | 287 | 518 | 483 | 440 | 254 | 622 | 157 | 345 | 377 | 372 | 211 | 111 | 63^ | 54^ | 19v |
| 10.30 - 11.00 | | | | A | 26.5 | 44 | 2062 | 1612 | 775 | 306 | 835 | 266 | 513 | 495 | 452 | 246 | 630 | 159 | 343 | 374 | 373 | 221 | 91^ | 50^ | 56^ | 22v |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PRIVATE BATTLE(S) | | | 189 | A | 12.4 | 20 | 965 | 1507 | 705 | 265 | 752 | 212^ | 398 | 423 | 446 | 252 | 515 | 223^ | 348 | 261 | 244^ | 155^ | 126^ | 67^ | 114^ | 105^ |
| 2 TUE. 9.00P 120 CBS GD | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 11.6 | 17 | 902 | 1639 | 639 | 242^ | 696 | 210^ | 355 | 392 | 383 | 255^ | 603 | 321 | 432 | 283 | 221^ | 158^ | 144^ | 86^ | 196^ | 157^ |
| 9.30 - 10.00 | | | | A | 11.1 | 17 | 864 | 1543 | 673 | 277 | 731 | 213^ | 381 | 399 | 421 | 258^ | 578 | 274 | 403 | 293 | 247^ | 154^ | 106^ | 61v | 128^ | 128^ |
| 10.00 - 10.30 | | | | A | 13.4 | 22 | 1043 | 1466 | 736 | 277 | 773 | 212^ | 427 | 441 | 476 | 236 | 485 | 189^ | 322 | 256 | 256 | 153^ | 125^ | 66^ | 83^ | 83^ |
| 10.30 - 11.00 | | | | A | 13.5 | 23 | 1050 | 1395 | 755 | 259 | 796 | 216^ | 419 | 449 | 489 | 261 | 413 | 127^ | 252 | 216^ | 246 | 155^ | 122^ | 54v | 64^ | 64^ |
| REAGAN/BUSH COMM.1(S) | | 197 | | A | 10.8 | 19 | 840 | 1863 | 783 | 414 | 894 | 344 | 520 | 441 | 367 | 276^ | 706 | 352 | 499 | 425 | 208^ | 194^ | 154^ | 92^ | 109^ | 72^ |
| 1 TUE. 10.56P 4 ABC P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| REAGAN/BUSH COMM. 4(S) | | 195 | | A | 12.8 | 27 | 996 | 1599 | 817 | 366 | 873 | 336 | 576 | 463 | 387 | 216^ | 484 | 163^ | 273 | 309 | 185^ | 148^ | 111^ | 82^ | 131^ | 97^ |
| 1 FRI. 10.56P 4 ABC P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| REAGAN/BUSH COMM. 5(S) | | 200 | | A | 13.2 | 24 | 1027 | 1909 | 628 | 264 | 716 | 340 | 536 | 471 | 332 | 109^ | 723 | 397 | 563 | 519 | 284 | 101^ | 262 | 94^ | 208^ | 145^ |
| 1 SUN. 10.50P 4 ABC P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| REAGAN/BUSH POLITICAL-SAT(S) | | | 203 | A | 11.5 | 23 | 895 | 1791 | 737 | 297 | 824 | 215^ | 381 | 382 | 385 | 367 | 695 | 194^ | 285 | 280 | 360 | 329 | 79^ | 22v | 193^ | 66v |
| 2 SAT. 10.55P 5 NBC P | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| REAGAN FOR PRESIDENT-WED(S) | | 192 | | A | 12.9 | 26 | 1004 | 1627 | 733 | 261 | 770 | 225^ | 444 | 457 | 416 | 246 | 665 | 192^ | 367 | 406 | 390 | 202^ | 155^ | 41v | 37v | 13v |
| 1 WED. 10.56P 4 CBS P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| REAGAN FOR PRESIDENT-WED(S) | | | 188 | A | 12.1 | 20 | 941 | 1554 | 848 | 388 | 869 | 343 | 545 | 486 | 398 | 260 | 462 | 193^ | 320 | 294 | 191^ | 109^ | 98^ | 83^ | 125^ | 71^ |
| 2 WED. 10.56P 4 CBS P | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| REAGAN FOR PRESIDENT-THU(S) | | | 180 | A | 11.3 | 17 | 879 | 1837 | 843 | 245^ | 1038 | 363 | 545 | 489 | 381 | 421 | 575 | 222^ | 358 | 314 | 218^ | 186^ | 89^ | 43v | 135^ | 91^ |
| 2 THU. 9.54P 5 CBS P | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| REAGAN FOR PRESIDENT-SUN(S) | | | 190 | A | 8.7 | 14 | 677 | 1499 | 766 | 241^ | 832 | 246^ | 405 | 416 | 411 | 334^ | 520 | 160^ | 217^ | 199^ | 278^ | 282^ | 128^ | 71v | 19v | 19v |
| 2 SUN. 10.56P 4 CBS P | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| REAGAN POLITICAL-WED(S) | | 203 | | A | 11.5 | 23 | 895 | 1449 | 703 | 270 | 741 | 322 | 449 | 402 | 266 | 232^ | 613 | 281 | 407 | 318 | 206^ | 175^ | 65v | 38v | 30v | 20v |
| 1 WED. 10.55P 5 NBC P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| REAL PEOPLE | 4 | 214 | 212 | A | 23.7 | 39 | 1844 | 1837 | 814 | 300 | 854 | 285 | 457 | 433 | 384 | 307 | 557 | 142 | 278 | 309 | 270 | 226 | 151 | 74 | 275 | 145 |
| WED. 8.00P 60 NBC PV | | 99 | 99 | B | 23.4 | 39 | 1821 | 1870 | 760 | 300 | 811 | 275 | 456 | 424 | 374 | 275 | 606 | 201 | 350 | 337 | 280 | 209 | 182 | 83 | 271 | 160 |
| 8.00 - 8.30 | | | | A | 22.7 | 38 | 1766 | 1830 | 819 | 303 | 859 | 280 | 449 | 432 | 388 | 315 | 562 | 139 | 271 | 304 | 273 | 238 | 135 | 66^ | 274 | 144 |
| 8.30 - 9.00 | | | | A | 24.6 | 39 | 1914 | 1849 | 811 | 298 | 850 | 286 | 464 | 437 | 385 | 299 | 553 | 145 | 287 | 311 | 268 | 216 | 169 | 84 | 277 | 146 |
| RIKKI-TIKKI-TAVI(S) | | 191 | | A | 11.9 | 18 | 926 | 2118 | 629 | 228^ | 629 | 330 | 453 | 355 | 180^ | 147^ | 457 | 159^ | 299 | 243^ | 229^ | 131^ | 223^ | 92^ | 809 | 476 |
| 1 MON. 8.00P 30 CBS EA | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 60 MINUTES | 4 | 202 | 202 | A | 23.7 | 40 | 1844 | 1677 | 753 | 255 | 812 | 233 | 369 | 347 | 327 | 381 | 739 | 235 | 391 | 377 | 367 | 265 | 59^ | 27^ | 67 | 40^ |
| 1 SUN. 7.14P 60 CBS DN | | 99 | 99 | B | 23.7 | 41 | 1844 | 1706 | 758 | 302 | 831 | 241 | 386 | 365 | 351 | 374 | 727 | 222 | 379 | 363 | 351 | 277 | 79 | 31 | 69 | 49 |
| 2 SUN. 7.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | | | | A | 22.7 | 39 | 1766 | 1670 | 758 | 271 | 805 | 242 | 376 | 329 | 307 | 374 | 719 | 222 | 382 | 358 | 377 | 243 | 66^ | 34v | 80^ | 55^ |
| 7.30 - 8.00 | | | | A | 24.2 | 40 | 1883 | 1698 | 755 | 258 | 820 | 234 | 368 | 354 | 330 | 385 | 757 | 248 | 408 | 395 | 370 | 265 | 60^ | 26^ | 61^ | 40^ |
| SPEAK UP AMERICA | 3 | 180 | 176 | A | 9.0 | 16 | 700 | 1714 | 848 | 318 | 855 | 250 | 499 | 446 | 422 | 330 | 610 | 147^ | 322 | 363 | 357 | 226 | 95^ | 50^ | 154^ | 80^ |
| FRI. 9.00P 60 NBC PV | | 95 | 93 | B | 9.4 | 16 | 731 | 1710 | 850 | 325 | 867 | 243 | 491 | 465 | 432 | 327 | 606 | 159 | 315 | 342 | 330 | 221 | 96 | 40 | 141 | 88 |
| 9.00 - 9.30 | | | | A | 8.5 | 15 | 661 | 1766 | 868 | 304 | 880 | 276 | 523 | 456 | 424 | 330 | 605 | 146^ | 314 | 355 | 343 | 235 | 124^ | 69^ | 157^ | 72^ |
| 9.30 - 10.00 | | | | A | 9.4 | 16 | 731 | 1680 | 842 | 335 | 842 | 234 | 484 | 442 | 421 | 333 | 625 | 148^ | 334 | 375 | 374 | 225 | 64^ | 29v | 149^ | 89^ |
| STEVE MARTIN SPECIAL(S) | | 214 | | A | 17.9 | 29 | 1393 | 1663 | 683 | 352 | 733 | 356 | 525 | 435 | 298 | 158^ | 609 | 296 | 436 | 384 | 265 | 113^ | 187 | 97^ | 134^ | 94^ |
| 1 TUE. 10.00P 60 NBC CV | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 18.5 | 29 | 1439 | 1700 | 672 | 352 | 722 | 341 | 518 | 433 | 298 | 158^ | 624 | 306 | 447 | 384 | 265 | 121^ | 195 | 101^ | 159^ | 112^ |
| 10.30 - 11.00 | | | | A | 17.2 | 29 | 1338 | 1623 | 695 | 354 | 747 | 373 | 536 | 437 | 297 | 159^ | 589 | 286 | 422 | 383 | 261 | 105^ | 180 | 93^ | 107^ | 77^ |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TAXI | 44 | 203 | | A | 15.3 | 23 | 1190 | 1642 | 648 | 346 | 769 | 376 | 496 | 433 | 275 | 214 | 517 | 284 | 367 | 295 | 151^ | 132^ | 163^ | 102^ | 193^ | 119^ |
| 1 TUE. 9.30P 30 ABC CS | | 99 | | B | 21.2 | 34 | 1649 | | | | | | | | | | | | | | | | | | | |
| THAT'S INCREDIBLE | 20 | 194 | 195 | A | 20.5 | 31 | 1595 | 1807 | 614 | 235 | 657 | 215 | 372 | 361 | 316 | 217 | 721 | 276 | 431 | 385 | 298 | 235 | 195 | 57^ | 234 | 166 |
| MON. 8.00P 53 ABC PV | | 96 | 98 | B | 19.6 | 32 | 1525 | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 19.8 | 31 | 1540 | 1819 | 615 | 242 | 662 | 220 | 371 | 354 | 311 | 222 | 720 | 276 | 431 | 383 | 297 | 235 | 190 | 53^ | 247 | 174 |
| 8.30 - 9.00 | | | | A | 21.3 | 32 | 1657 | 1804 | 615 | 229 | 656 | 211 | 375 | 368 | 325 | 214 | 724 | 278 | 437 | 389 | 303 | 235 | 201 | 62^ | 223 | 156 |
| THOSE AMAZING ANIMALS | 4 | 189 | 173 | A | 15.2 | 26 | 1183 | 2114 | 728 | 322 | 839 | 348 | 537 | 437 | 332 | 252 | 695 | 247 | 452 | 410 | 338 | 196 | 206 | 96^ | 374 | 240 |
| SUN. 7.00P 60 ABC PV | | 97 | 95 | B | 14.2 | 25 | 1105 | 2101 | 716 | 287 | 815 | 309 | 506 | 431 | 347 | 258 | 668 | 250 | 435 | 393 | 311 | 187 | 228 | 116 | 390 | 262 |
| 7.00 - 7.30 | | | | A | 14.2 | 25 | 1105 | 2101 | 730 | 326 | 865 | 353 | 537 | 424 | 338 | 275 | 675 | 234 | 418 | 391 | 336 | 202 | 192 | 87^ | 369 | 233 |
| 7.30 - 8.00 | | | | A | 16.1 | 27 | 1253 | 2128 | 726 | 318 | 815 | 345 | 538 | 445 | 327 | 232 | 715 | 261 | 481 | 426 | 339 | 194 | 218 | 105 | 380 | 246 |
| THREE'S COMPANY | 47 | 204 | | A | 15.8 | 24 | 1229 | 1777 | 658 | 329 | 778 | 345 | 501 | 409 | 284 | 227 | 501 | 256 | 352 | 281 | 160^ | 126^ | 177^ | 100^ | 321 | 200 |
| 1 TUE. 9.00P 30 ABC CS | | 99 | | B | 24.0 | 38 | 1867 | | | | | | | | | | | | | | | | | | | |
| THREE'S COMPANY SPECIAL(S) | | 195 | | A | 15.5 | 25 | 1206 | 1914 | 614 | 261 | 710 | 290 | 447 | 386 | 261 | 213 | 517 | 261 | 345 | 298 | 178^ | 138^ | 247 | 156^ | 440 | 289 |
| 1 TUE. 8.00P 30 ABC CS | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| TIM CONWAY SHOW | 4 | 186 | 191 | A | 13.6 | 25 | 1058 | 1723 | 662 | 256 | 760 | 207 | 367 | 362 | 367 | 324 | 551 | 170 | 339 | 343 | 295 | 179 | 154 | 102^ | 258 | 168 |
| SAT. 8.00P 30 CBS CV | | 98 | 99 | B | 13.5 | 26 | 1050 | 1894 | 702 | 232 | 784 | 225 | 392 | 374 | 366 | 333 | 587 | 192 | 358 | 362 | 306 | 191 | 167 | 86 | 356 | 248 |
| TO FIND MY SON(S) | | | 187 | A | 20.4 | 31 | 1587 | 1715 | 848 | 304 | 893 | 339 | 518 | 470 | 407 | 271 | 498 | 194 | 282 | 245 | 206 | 177 | 191 | 126^ | 133^ | 111^ |
| 2 MON. 9.00P 120 CBS FF | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 19.0 | 28 | 1478 | 1851 | 842 | 323 | 902 | 354 | 539 | 489 | 403 | 261 | 520 | 209 | 302 | 253 | 228 | 180 | 213 | 139^ | 216 | 170 |
| 9.30 - 10.00 | | | | A | 20.6 | 30 | 1603 | 1691 | 847 | 312 | 889 | 343 | 505 | 457 | 397 | 279 | 485 | 182 | 272 | 244 | 213 | 176 | 179 | 121^ | 138^ | 111^ |
| 10.00 - 10.30 | | | | A | 21.0 | 33 | 1634 | 1664 | 861 | 299 | 899 | 336 | 524 | 468 | 411 | 271 | 479 | 186 | 268 | 241 | 188 | 168 | 180 | 120^ | 106^ | 98^ |
| 10.30 - 11.00 | | | | A | 21.2 | 35 | 1649 | 1640 | 834 | 278 | 871 | 322 | 495 | 456 | 401 | 272 | 498 | 196 | 278 | 238 | 194 | 177 | 191 | 125^ | 80^ | 72^ |
| TRAPPER JOHN, M.D. | 39 | | 186 | A | 12.0 | 18 | 934 | 1539 | 815 | 245^ | 884 | 271 | 447 | 470 | 442 | 323 | 487 | 164^ | 209^ | 183^ | 245^ | 255 | 125^ | 77^ | 43v | 40v |
| 2 SUN. 10.00P 55 CBS GD | | | 98 | B | 19.6 | 33 | 1525 | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 12.3 | 18 | 957 | 1561 | 834 | 240^ | 904 | 274 | 442 | 472 | 454 | 338 | 478 | 164^ | 209^ | 178^ | 237^ | 248 | 122^ | 75^ | 57v | 51v |
| 10.30 - 11.00 | | | | A | 11.5 | 18 | 895 | 1528 | 797 | 255^ | 868 | 271 | 457 | 470 | 429 | 310 | 504 | 169^ | 211^ | 193^ | 254^ | 264 | 129^ | 81^ | 27v | 27v |
| 20/20 | 40 | 197 | | A | 14.5 | 25 | 1128 | 1691 | 630 | 212 | 734 | 318 | 444 | 365 | 280 | 220 | 737 | 263 | 451 | 367 | 290 | 249 | 153^ | 109^ | 67^ | 60^ |
| 1 THU. 10.00P 55 ABC DN | | 99 | | B | 17.6 | 30 | 1369 | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 15.1 | 26 | 1175 | 1717 | 646 | 225 | 744 | 339 | 460 | 367 | 264 | 215 | 727 | 247 | 445 | 357 | 298 | 241 | 168^ | 117^ | 78^ | 65^ |
| 10.30 - 11.00 | | | | A | 13.9 | 25 | 1081 | 1645 | 606 | 193^ | 717 | 286 | 417 | 360 | 302 | 227 | 747 | 283 | 461 | 378 | 278 | 255 | 129^ | 98^ | 52v | 52v |
| VEGA$ | 40 | 193 | | A | 14.9 | 28 | 1159 | 1736 | 755 | 252 | 804 | 309 | 455 | 399 | 286 | 280 | 590 | 220 | 354 | 297 | 236 | 212 | 174^ | 56^ | 168^ | 93^ |
| 1 WED. 10.00P 54 ABC PD | | 98 | | B | 18.8 | 32 | 1463 | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 14.7 | 27 | 1144 | 1736 | 740 | 261 | 793 | 312 | 463 | 392 | 280 | 269 | 592 | 224 | 361 | 302 | 237 | 205^ | 173^ | 58^ | 178^ | 98^ |
| 10.30 - 11.00 | | | | A | 15.2 | 30 | 1183 | 1729 | 773 | 241 | 813 | 303 | 446 | 408 | 296 | 287 | 586 | 216 | 342 | 290 | 230 | 218 | 175^ | 52^ | 155^ | 84^ |
| WIZ(S) | | | 193 | A | 14.8 | 28 | 1151 | 2095 | 749 | 400 | 911 | 505 | 731 | 565 | 370 | 109^ | 624 | 390 | 519 | 373 | 194^ | 84^ | 200^ | 95^ | 360 | 247 |
| 2 SAT. 8.30P 150 CBS FF | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | A | 15.7 | 29 | 1221 | 2102 | 803 | 419 | 948 | 463 | 688 | 565 | 401 | 166^ | 595 | 257 | 440 | 401 | 269 | 116^ | 221 | 118^ | 338 | 197 |
| 9.00 - 9.30 | | | | A | 15.1 | 27 | 1175 | 2129 | 751 | 347 | 886 | 507 | 711 | 530 | 347 | 113^ | 606 | 391 | 504 | 341 | 173^ | 87^ | 190^ | 90^ | 447 | 285 |
| 9.30 - 10.00 | | | | A | 14.5 | 26 | 1128 | 2112 | 731 | 394 | 904 | 539 | 759 | 549 | 346 | 86^ | 592 | 399 | 497 | 312 | 150^ | 83^ | 205^ | 93^ | 411 | 270 |
| 10.00 - 10.30 | | | | A | 14.9 | 28 | 1159 | 2063 | 731 | 417 | 924 | 530 | 778 | 598 | 374 | 78^ | 629 | 444 | 551 | 375 | 165^ | 64^ | 209 | 87^ | 301 | 249 |
| 10.30 - 11.00 | | | | A | 14.0 | 28 | 1089 | 2040 | 714 | 422 | 889 | 494 | 716 | 588 | 375 | 93^ | 700 | 469 | 614 | 420 | 208^ | 74^ | 158^ | 76^ | 293 | 234 |
| WKRP IN CINCINNATI(B) | | | 187 | A | 15.9 | 24 | 1237 | 1764 | 640 | 233 | 730 | 335 | 503 | 392 | 314 | 169^ | 535 | 244 | 373 | 326 | 226 | 131^ | 235 | 170^ | 264 | 172^ |
| 2 MON. 8.30P 30 CBS CS | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |



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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WKRP IN CINCINNATI(B) | | 189 | | A | 17.7 | 26 | 1377 | 1695 | 790 | 349 | 823 | 363 | 516 | 513 | 356 | 206 | 544 | 257 | 371 | 360 | 258 | 132^ | 183 | 78^ | 145^ | 86^ |
| 1 MON. 9.30P 30 CBS CS | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| •LATE FRINGE | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE T-TH | 6 | 191 | 190 | A | 8.7 | 30 | 677 | 1414 | 514 | 171 | 570 | 215 | 348 | 314 | 296 | 155 | 762 | 295 | 447 | 417 | 354 | 259 | 74^ | 20v | 8v | LT |
| 1 TU&TH 11.30P 20 ABC N | | 97 | 97 | B | 8.7 | 30 | 677 | 1414 | 514 | 171 | 570 | 215 | 348 | 314 | 296 | 155 | 762 | 295 | 447 | 417 | 354 | 259 | 74 | 20 | 8 | LT |
| 1 WED. 11.30P 21 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 11.42P 23 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 12.32A 20 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 11.58P 20 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE MON | 2 | 194 | 193 | A | 4.6 | 24 | 358 | 1207 | 467 | 92^ | 489 | 89^ | 251^ | 290^ | 332^ | 174^ | 677 | 277^ | 372 | 408 | 291^ | 203^ | 41v | 20v | LT | LT |
| 1 MON. 12.30A 25 ABC N | | 98 | 98 | B | 4.6 | 24 | 358 | 1207 | 467 | 92 | 489 | 89 | 251 | 290 | 332 | 174 | 677 | 277 | 372 | 408 | 291 | 203 | 41 | 20 | LT | LT |
| 2 MON. 12.48A 20 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND REPORT-SAT. | 2 | 175 | 173 | A | 7.2 | 16 | 560 | 1486 | 588 | 233 | 647 | 207^ | 440 | 385 | 367 | 156^ | 645 | 254 | 385 | 361 | 270 | 220 | 64^ | 21v | 130^ | 81^ |
| SAT. 11.00P 15 ABC N | | 93 | 93 | B | 7.2 | 16 | 560 | 1486 | 588 | 233 | 647 | 207 | 440 | 385 | 367 | 156 | 645 | 254 | 385 | 361 | 270 | 220 | 64 | 21 | 130 | 81 |
| ABC WEEKEND REPORT-SUN. | 2 | 168 | 173 | A | 5.3 | 14 | 412 | 1600 | 588 | 151^ | 668 | 170^ | 354 | 413 | 398 | 173^ | 806 | 233^ | 512 | 546 | 442 | 233^ | 75^ | LT | 51v | 36v |
| 1 SUN. 11.00P 15 ABC N | | 93 | 94 | B | 5.3 | 14 | 412 | 1600 | 588 | 151 | 668 | 170 | 354 | 413 | 398 | 173 | 806 | 233 | 512 | 546 | 442 | 233 | 75 | LT | 51 | 36 |
| 2 SUN. 12.06A 15 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CAMPAIGN COUNTDOWN-WED(S) | | 172 | | A | 6.3 | 21 | 490 | 1420 | 599 | 199^ | 664 | 213^ | 392^ | 399^ | 282^ | 228^ | 545 | 183^ | 323^ | 369^ | 331^ | 142^ | 211^ | 64v | LT | LT |
| 1 WED. 11.30P 33 CBS P | | 93 | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 6.3 | 21 | 490 | 1457 | 623 | 200^ | 684 | 218^ | 407^ | 413^ | 296^ | 231^ | 543 | 184^ | 322^ | 372^ | 326^ | 139^ | 230^ | 68v | LT | LT |
| CAMPAIGN COUNTDOWN-WED(S) | | 171 | | A | 5.6 | 15 | 436 | 1450 | 872 | 420^ | 875 | 382^ | 572 | 476^ | 426^ | 183^ | 553 | 217^ | 282^ | 373^ | 260^ | 137v | 22v | 22v | LT | LT |
| 2 WED. 11.30P 32 CBS P | | 94 | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 5.7 | 15 | 443 | 1436 | 863 | 436^ | 863 | 378^ | 563 | 471^ | 419^ | 184^ | 551 | 218^ | 277^ | 378^ | 256^ | 137^ | 22v | 22v | LT | LT |
| CARTER FOR PRESIDENT-MON(S) | | 167 | | A | 8.3 | 23 | 646 | 1285 | 686 | 372 | 725 | 258^ | 406 | 433 | 342^ | 241^ | 522 | 254^ | 304^ | 280^ | 243^ | 186^ | 38v | 11v | LT | LT |
| 1 MON. 11.30P 4 CBS P | | 93 | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS SUNDAY NEWS-BRADLEY | 50 | 120 | 123 | A | 5.8 | 12 | 451 | 1344 | 774 | 224^ | 823 | 175^ | 346 | 413 | 491 | 379 | 489 | 163^ | 221^ | 224^ | 242^ | 235^ | 32v | 11v | LT | LT |
| 1 SUN. 11.14P 15 CBS N | | 70 | 71 | B | 8.3 | 17 | 646 | | | | | | | | | | | | | | | | | | | |
| 2 SUN. 11.00P 15 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CHARLIE'S ANGELS-11.30 | 2 | 175 | 176 | A | 4.4 | 21 | 342 | 1287 | 517 | 360 | 644 | 328^ | 530 | 342^ | 311^ | 102^ | 635 | 188^ | 365 | 356 | 333^ | 229^ | LT | LT | LT | LT |
| 1 THU. 11.50P 67 ABC PD | | 95 | 95 | B | 4.4 | 21 | 342 | 1287 | 517 | 360 | 644 | 328 | 530 | 342 | 311 | 102 | 635 | 188 | 365 | 356 | 333 | 229 | LT | LT | LT | LT |
| 2 THU. 12.18A 68 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 4.9 | 19 | 381 | 1226 | 528^ | 554^ | 753 | 318^ | 640 | 446^ | 435^ | 81v | 473^ | 76v | 310^ | 310^ | 357^ | 163^ | LT | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 4.3 | 23 | 335 | 1221 | 505 | 331^ | 582 | 307^ | 478 | 293^ | 275^ | 104^ | 639 | 208^ | 379 | 343^ | 329^ | 230^ | LT | LT | LT | LT |
| 1.00 - 1.30 | | | | A | 3.6 | 23 | 280 | 1229 | 514^ | 236^ | 514^ | 304^ | 393^ | 236^ | 210v | 121v | 715^ | 186v | 326^ | 315^ | 300^ | 321^ | LT | LT | LT | LT |
| DECISION '80-SUN | 2 | 128 | 130 | A | 3.6 | 11 | 280 | 796 | 314^ | 215^ | 407^ | 160^ | 218^ | 257^ | 204^ | 107v | 389^ | 200^ | 265^ | 265^ | 135^ | 124^ | LT | LT | LT | LT |
| 1 SUN. 11.30P 30 NBC P | | 80 | 80 | B | 3.6 | 11 | 280 | 796 | 314 | 215 | 407 | 160 | 218 | 257 | 204 | 107 | 389 | 200 | 265 | 265 | 135 | 124 | LT | LT | LT | LT |
| 2 SUN. 11.44P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ED CLARK-PRES.-SUN.(S) | | 200 | | A | 15.7 | 26 | 1221 | 1726 | 630 | 319 | 867 | 371 | 627 | 506 | 377 | 178^ | 571 | 269 | 414 | 335 | 238 | 127^ | 164^ | 90^ | 124^ | 113^ |
| 2 SUN. 11.09P 5 NBC P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| FRIDAYS | 1 | 178 | | A | 6.8 | 23 | 529 | 1616 | 491 | 211^ | 522 | 278^ | 397^ | 278^ | 244^ | 50v | 751 | 360^ | 658 | 534 | 369^ | 59v | 259^ | 143^ | 84v | 64v |
| 1 FRI. 11.30P 70 ABC GV | | 95 | | B | 6.8 | 23 | 529 | 1616 | 491 | 211 | 522 | 278 | 397 | 278 | 244 | 50 | 751 | 360 | 658 | 534 | 369 | 59 | 259 | 143 | 84 | 64 |
| 11.30 - 12.00 | | | | A | 8.2 | 24 | 638 | 1502 | 398 | 126^ | 451 | 177^ | 282^ | 286^ | 274^ | 84v | 765 | 368^ | 618 | 492 | 352^ | 83v | 177^ | 89v | 109^ | 70v |
| 12.00 - 12.30 | | | | A | 5.9 | 21 | 459 | 1824 | 623 | 320^ | 623 | 392^ | 536 | 290^ | 231^ | 20v | 728 | 369^ | 697 | 556 | 359^ | 31v | 393^ | 207^ | 80v | 80v |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LATE MOVIE I | 9 | 158 | 158 | A | 5.6 | 22 | 436 | 1225 | 557 | 247 | 656 | 238 | 415 | 418 | 347 | 158 | 489 | 202 | 318 | 285 | 245 | 145 | 60^ | 23v | 20v | 17v |
| 1 MON. 11.35P 72 CBS FF | | 89 | 89 | B | 5.6 | 22 | 436 | 1225 | 557 | 247 | 656 | 238 | 415 | 418 | 347 | 158 | 489 | 202 | 318 | 285 | 245 | 145 | 60 | 23 | 20 | 17 |
| 1 TUE. 11.30P 71 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. 12.03A 67 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 11.30P 67 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 11.30P 72 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 11.30P 72 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 11.36P 69 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 12.02A 75 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 11.30P 65 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 6.7 | 20 | 521 | 1278 | 550 | 252 | 657 | 228 | 387 | 391 | 339 | 187 | 517 | 188 | 333 | 297 | 276 | 159 | 71^ | 29v | 33^ | 16v |
| 12.00 - 12.30 | | | | A | 5.5 | 22 | 428 | 1224 | 576 | 261 | 672 | 243 | 443 | 448 | 367 | 146 | 483 | 226 | 329 | 288 | 227 | 123^ | 52^ | 16v | 17v | 17v |
| 12.30 - 1.00 | | | | A | 3.9 | 22 | 303 | 1116 | 521 | 165^ | 574 | 284^ | 379^ | 284^ | 194^ | 135^ | 512 | 115^ | 311^ | 311^ | 357^ | 201^ | 30v | 30v | LT | LT |
| LATE MOVIE II | 7 | 157 | 158 | A | 3.5 | 21 | 272 | 1257 | 604 | 268 | 703 | 298 | 460 | 478 | 353 | 141^ | 470 | 205^ | 330 | 320 | 236 | 118^ | 62^ | 18v | 22v | 22v |
| 1 MON. 12.47A 40 CBS FF | | 89 | 89 | B | 3.5 | 21 | 272 | 1257 | 604 | 268 | 703 | 298 | 460 | 478 | 353 | 141 | 470 | 205 | 330 | 320 | 236 | 118 | 62 | 18 | 22 | 22 |
| 1 TUE. 12.41A 45 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 12.45A 34 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 12.42A 44 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 12.42A 42 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 12.45A 42 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 12.45A 37 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 3.3 | 22 | 257 | 1175 | 598 | 272 | 653 | 272 | 419 | 459 | 334 | 140^ | 468 | 199^ | 312 | 319 | 230 | 125^ | 31v | LT | 23v | 23v |
| LOVE BOAT-11.30 | 1 | 174 | | A | 4.8 | 23 | 373 | 1327 | 568^ | 147v | 629^ | 253^ | 347^ | 426^ | 365^ | 124v | 563^ | 330^ | 378^ | 192^ | 227^ | 183^ | 135v | LT | LT | LT |
| 1 WED. 11.51P 67 ABC CS | | 95 | | B | 4.8 | 23 | 373 | 1327 | 568 | 147 | 629 | 253 | 347 | 426 | 365 | 124 | 563 | 330 | 378 | 192 | 227 | 183 | 135 | LT | LT | LT |
| 12.00 - 12.30 | | | | A | 5.0 | 23 | 389 | 1332 | 571^ | 149v | 645 | 270^ | 372^ | 445^ | 359^ | 121v | 563^ | 360^ | 390^ | 195^ | 203^ | 173^ | 124v | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 4.5 | 25 | 350 | 1294 | 588^ | 129v | 628^ | 237^ | 325^ | 419^ | 391^ | 123v | 517^ | 300^ | 326^ | 132v | 217^ | 191^ | 149v | LT | LT | LT |
| MIDNIGHT SPECIAL | 2 | 193 | 192 | A | 3.5 | 18 | 272 | 897 | 290^ | 161^ | 290^ | 169^ | 246^ | 217^ | 92v | 29v | 353^ | 202^ | 261^ | 187^ | 140^ | 78v | 254^ | 96v | LT | LT |
| FRI. 12.30A 90 NBC PC | | 93 | 94 | B | 3.5 | 18 | 272 | 897 | 290 | 161 | 290 | 169 | 246 | 217 | 92 | 29 | 353 | 202 | 261 | 187 | 140 | 78 | 254 | 96 | LT | LT |
| 12.30 - 1.00 | | | | A | 3.8 | 17 | 296 | 1236 | 463 | 254^ | 463 | 214^ | 348^ | 338^ | 178^ | 71v | 473 | 193^ | 271^ | 206^ | 253^ | 159^ | 300^ | 50v | LT | LT |
| 1.00 - 1.30 | | | | A | 3.5 | 19 | 272 | 952 | 283^ | 143^ | 283^ | 187^ | 268^ | 199^ | 81v | LT | 360^ | 250^ | 341^ | 231^ | 110v | 19v | 309^ | 173^ | LT | LT |
| 1.30 - 2.00 | | | | A | 3.1 | 20 | 241 | 419^ | 95v | 58v | 95v | 95v | 95v | 95v | LT | LT | 199^ | 166^ | 166^ | 124v | 33v | 33v | 125v | 63v | LT | LT |
| NBA ON CBS(S) | | 147 | | A | 3.2 | 12 | 249 | 1124 | 413^ | 197v | 526^ | 262^ | 354^ | 234v | 264^ | 124v | 502^ | 184v | 345^ | 348^ | 274^ | 101v | 96v | 76v | LT | LT |
| 2 FRI. 11.30P 151 CBS SE | | 83 | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 4.7 | 11 | 366 | 1443 | 650 | 306^ | 773 | 339^ | 526^ | 361^ | 434^ | 202^ | 623^ | 166^ | 437^ | 412^ | 385^ | 129v | 47v | 47v | LT | LT |
| 12.00 - 12.30 | | | | A | 3.7 | 11 | 288 | 1462 | 471^ | 187v | 558^ | 311^ | 311^ | 180v | 247^ | 184v | 709^ | 379^ | 549^ | 517^ | 225^ | 105v | 195v | 112v | LT | LT |
| 12.30 - 1.00 | | | | A | 2.9 | 12 | 226 | 982^ | 363^ | 146v | 566^ | 354^ | 421^ | 278^ | 212v | 84v | 292^ | LT | 106v | 177v | 292^ | 115v | 124v | 124v | LT | LT |
| 1.00 - 1.30 | | | | A | 2.4 | 12 | 187 | 1278 | 353^ | 246v | 476^ | 171v | 364^ | 257v | 305v | 48v | 695^ | 310v | 471^ | 519^ | 385^ | 134v | 107v | 107v | LT | LT |
| 1.30 - 2.00 | | | | A | 2.5 | 15 | 195 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| NBC LATE NIGHT MOVIE | 2 | 87 | 86 | A | 1.4 | 8 | 109 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| 1 SUN. 12.00M 85 NBC FF | | 52 | 51 | B | 1.4 | 8 | 109 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| 2 SUN. 12.14A 70 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 1.6 | 8 | 124 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 1.5 | 9 | 117 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| 1.00 - 1.30 | | | | A | 1.2 | 9 | 93 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| NBC SAT NITE LIVE(S) | | 192 | | A | 2.2 | 20 | 171 | 1076^ | 304v | 70v | 304v | LT | 135v | 205v | 194v | 99v | 772^ | 503^ | 772^ | 690^ | 269v | LT | LT | LT | LT | LT |
| 1 MON. 1.00A 76 NBC GV | | 97 | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 2.5 | 19 | 195 | 1087^ | 333^ | 77v | 333^ | LT | 112v | 190v | 190v | 143v | 754^ | 457^ | 754^ | 692^ | 297v | LT | LT | LT | LT | LT |
| 1.30 - 2.00 | | | | A | 2.1 | 21 | 163 | 1190^ | 275v | 92v | 275v | LT | 86v | 178v | 178v | 97v | 915^ | 651^ | 915^ | 816^ | 264v | LT | LT | LT | LT | LT |

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| POLICE WOMAN-WED. | 1 | 167 | | A | 3.4 | 21 | 265 | 1125 | 478^ | 162v | 486^ | 257^ | 268^ | 192v | 181v | 184v | 495^ | 207v | 260^ | 109v | 288^ | 235^ | 144v | LT | LT | LT |
| 1 WED. 12.58A 11 ABC OP | | 93 | | B | 3.4 | 21 | 265 | 1125 | 478 | 162 | 486 | 257 | 268 | 192 | 181 | 184 | 495 | 207 | 260 | 109 | 288 | 235 | 144 | LT | LT | LT |
| POLICE WOMAN-THU. | 2 | 165 | 168 | A | 3.4 | 24 | 265 | 928 | 392^ | 222^ | 408^ | 147^ | 234^ | 98v | 166^ | 174^ | 520 | 94v | 286^ | 248^ | 365^ | 193^ | LT | LT | LT | LT |
| 1 THU. 12.57A 36 ABC OP | | 93 | 93 | B | 3.4 | 24 | 265 | 928 | 392 | 222 | 408 | 147 | 234 | 98 | 166 | 174 | 520 | 94 | 286 | 248 | 365 | 193 | LT | LT | LT | LT |
| 2 THU. 1.26A 18 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 3.5 | 23 | 272 | 882 | 434^ | 221v | 434^ | 158v | 221v | 63v | 121v | 213v | 448^ | LT | 242^ | 294^ | 448^ | 154v | LT | LT | LT | LT |
| REAGAN FOR PRES.-TUE-1130(S) | | | 163 | A | 6.9 | 20 | 537 | 1330 | 637 | 233^ | 706 | 171^ | 397^ | 453 | 447 | 253^ | 536 | 166^ | 298^ | 265^ | 224^ | 238^ | 50v | 50v | 38v | 38v |
| 2 TUE. 11.30P 4 CBS P | | | 92 | | | | | | | | | | | | | | | | | | | | | | | |
| SATURDAY NIGHT | 2 | 215 | 213 | A | 9.5 | 31 | 739 | 1595 | 534 | 278 | 610 | 324 | 479 | 331 | 231 | 86^ | 685 | 426 | 573 | 408 | 220 | 87^ | 234 | 99^ | 66^ | 62^ |
| 1 SAT. 11.30P 88 NBC GV | | 99 | 99 | B | 9.5 | 31 | 739 | 1595 | 534 | 278 | 610 | 324 | 479 | 331 | 231 | 86 | 685 | 426 | 573 | 408 | 220 | 87 | 234 | 99 | 66 | 62 |
| 2 SAT. 11.30P 79 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 10.9 | 31 | 848 | 1656 | 574 | 287 | 637 | 313 | 452 | 339 | 241 | 131^ | 714 | 443 | 567 | 408 | 218 | 117^ | 211 | 87^ | 94^ | 79^ |
| 12.00 - 12.30 | | | | A | 9.6 | 33 | 747 | 1552 | 495 | 282 | 582 | 322 | 482 | 320 | 225 | 57^ | 668 | 418 | 570 | 397 | 217 | 75^ | 250 | 104^ | 52^ | 52^ |
| 12.30 - 1.00 | | | | A | 7.4 | 29 | 576 | 1585 | 635 | 317^ | 752 | 448 | 632 | 424 | 265^ | 69v | 604 | 389^ | 541 | 444 | 215^ | 35v | 204^ | 58v | 25v | 25v |
| TOMORROW SHOW-1 | 8 | 195 | 191 | A | 3.9 | 20 | 303 | 1274 | 633 | 188^ | 640 | 179^ | 317 | 334 | 313 | 247 | 562 | 195 | 314 | 295 | 264 | 207 | 62^ | LT | LT | LT |
| 1 MON. 11.30P 30 NBC CC | | 98 | 98 | B | 3.9 | 20 | 303 | 1274 | 633 | 188 | 640 | 179 | 317 | 334 | 313 | 247 | 562 | 195 | 314 | 295 | 264 | 207 | 62 | LT | LT | LT |
| TU-TH 12.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 12.57A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOMORROW SHOW-2 | 8 | 195 | 192 | A | 2.6 | 18 | 202 | 1074 | 559 | 108^ | 559 | 119^ | 232^ | 292 | 272^ | 247^ | 490 | 203^ | 317 | 296 | 198^ | 164^ | 25v | LT | LT | LT |
| 1 MON. 12.00M 51 NBC CC | | 98 | 98 | B | 2.6 | 18 | 202 | 1074 | 559 | 108 | 559 | 119 | 232 | 292 | 272 | 247 | 490 | 203 | 317 | 296 | 198 | 164 | 25 | LT | LT | LT |
| 1 TUE. 1.00A 51 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. 1.00A 48 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 1.00A 52 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 1.27A 45 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 1.00A 58 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 1.00A 51 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 1.00A 47 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 5.3 | 21 | 412 | 1199 | 660 | 117v | 660 | LT | 174^ | 236^ | 352^ | 424^ | 539^ | 177^ | 306^ | 275^ | 362^ | 205^ | LT | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 4.1 | 20 | 319 | 937 | 517^ | 94v | 517^ | LT | 197^ | 251^ | 251^ | 266^ | 420^ | 304^ | 420^ | 363^ | 116v | LT | LT | LT | LT | LT |
| 1.00 - 1.30 | | | | A | 2.6 | 18 | 202 | 1059 | 579 | 119^ | 579 | 153^ | 277^ | 351 | 312 | 203^ | 480 | 198^ | 302 | 281^ | 198^ | 164^ | LT | LT | LT | LT |
| 1.30 - 2.00 | | | | A | 2.1 | 19 | 163 | 1031 | 423 | 55v | 423 | 141^ | 172^ | 172^ | 147^ | 214^ | 527 | 183^ | 306^ | 306^ | 160^ | 221^ | 81v | LT | LT | LT |
| TONIGHT SHOW | 9 | 211 | 210 | A | 6.2 | 21 | 482 | 1320 | 623 | 200 | 643 | 203 | 338 | 333 | 302 | 234 | 555 | 201 | 333 | 298 | 283 | 181 | 116^ | 23v | LT | LT |
| TU-F 11.30P 60 NBC GV | | 99 | 99 | B | 6.2 | 21 | 482 | 1320 | 623 | 200 | 643 | 203 | 338 | 333 | 302 | 234 | 555 | 201 | 333 | 298 | 283 | 181 | 116 | 23 | LT | LT |
| 2 MON. 11.57P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 7.1 | 21 | 552 | 1397 | 643 | 205 | 667 | 220 | 350 | 341 | 321 | 240 | 585 | 192 | 347 | 325 | 323 | 193 | 140 | 21v | LT | LT |
| 12.00 - 12.30 | | | | A | 5.7 | 22 | 443 | 1251 | 592 | 203 | 613 | 188 | 331 | 327 | 289 | 217 | 542 | 218 | 332 | 286 | 254 | 170 | 96^ | 24v | LT | LT |
| 12.30 - 1.00 | | | | A | 3.8 | 20 | 296 | 963 | 642^ | 78v | 642^ | 189v | 270^ | 263^ | 213^ | 284^ | 243^ | 112v | 112v | 58v | 23v | 131v | 78v | LT | LT | LT |
| TUESDAY MOVIE-WEEK-PART 1 | 2 | 171 | 174 | A | 4.1 | 20 | 319 | 1066 | 398 | 116^ | 429 | 98^ | 279^ | 248^ | 284^ | 115^ | 615 | 198^ | 420 | 404 | 335^ | 135^ | 22v | LT | LT | LT |
| 1 TUE. 11.50P 71 ABC FF | | 94 | 95 | B | 4.1 | 20 | 319 | 1066 | 398 | 116 | 429 | 98 | 279 | 248 | 284 | 115 | 615 | 198 | 420 | 404 | 335 | 135 | 22 | LT | LT | LT |
| 2 TUE. 12.05A 71 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 4.5 | 19 | 350 | 994 | 356 | 100^ | 365 | 31v | 223^ | 223^ | 292^ | 111^ | 609 | 232^ | 429 | 385 | 311^ | 137^ | 20v | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 3.7 | 20 | 288 | 1108 | 414^ | 114^ | 476 | 157^ | 341^ | 285^ | 270^ | 101v | 604 | 149^ | 385^ | 403^ | 358^ | 132^ | 28v | LT | LT | LT |
| TUESDAY MOVIE-WEEK-PART 2 | 1 | | 169 | A | 3.0 | 23 | 233 | 1082 | 597^ | 211v | 597^ | 184v | 382^ | 266^ | 323^ | 215v | 485^ | 81v | 296^ | 360^ | 279^ | 125v | LT | LT | LT | LT |
| 2 TUE. 1.16A 13 ABC FF | | | 92 | B | 3.0 | 23 | 233 | 1082 | 597 | 211 | 597 | 184 | 382 | 266 | 323 | 215 | 485 | 81 | 296 | 360 | 279 | 125 | LT | LT | LT | LT |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| •WEEKDAY DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC DAYTIME NEWSBRIEF-M-F | 10 | 174 | 171 | A | 8.3 | 31 | 646 | 1280 | 835 | 206 | 931 | 483 | 697 | 573 | 345 | 161 | 165 | 91 | 119 | 93 | 43^ | 41^ | 86^ | 77^ | 98 | 32^ |
| M-F 1.57P 2 ABC N | | 93 | 92 | B | 8.3 | 31 | 646 | 1280 | 835 | 206 | 931 | 483 | 697 | 573 | 345 | 161 | 165 | 91 | 119 | 93 | 43 | 41 | 86 | 77 | 98 | 32 |
| ALICE-M-F | 9 | 163 | 164 | A | 5.6 | 32 | 436 | 1362 | 678 | 187 | 798 | 291 | 496 | 454 | 376 | 231 | 288 | 111^ | 196 | 141 | 151 | 88^ | 63^ | 25v | 213 | 65^ |
| 1 MTUWF 10.30A 30 CBS CS | | 91 | 91 | B | 5.6 | 32 | 436 | 1362 | 678 | 187 | 798 | 291 | 496 | 454 | 376 | 231 | 288 | 111 | 196 | 141 | 151 | 88 | 63 | 25 | 213 | 65 |
| 2 M-F 10.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALL MY CHILDREN | 10 | 194 | 190 | A | 8.7 | 33 | 677 | 1325 | 859 | 228 | 951 | 480 | 705 | 578 | 361 | 168 | 178 | 95 | 123 | 102 | 49^ | 49^ | 94 | 84^ | 102 | 33^ |
| M-F 1.00P 60 ABC DD | | 99 | 98 | B | 8.7 | 33 | 677 | 1325 | 859 | 228 | 951 | 480 | 705 | 578 | 361 | 168 | 178 | 95 | 123 | 102 | 49 | 49 | 94 | 84 | 102 | 33 |
| 1.00 - 1.30 | | | | A | 8.4 | 32 | 654 | 1335 | 851 | 228 | 941 | 478 | 699 | 571 | 353 | 166 | 198 | 107 | 136 | 112 | 53^ | 54^ | 94 | 85^ | 102 | 29^ |
| 1.30 - 2.00 | | | | A | 9.0 | 34 | 700 | 1294 | 862 | 222 | 953 | 480 | 708 | 580 | 366 | 168 | 155 | 84 | 110 | 88 | 41^ | 43^ | 88 | 81^ | 98 | 32^ |
| AMER. LEAGUE CHAMP PRE 1(S) | | | 200 | A | 8.2 | 30 | 638 | 1329 | 523 | 174^ | 546 | 166^ | 318^ | 262^ | 328^ | 200^ | 660 | 220^ | 334^ | 263^ | 200^ | 326^ | 68v | 63v | 55v | 38v |
| 2 WED. 2.30P 19 ABC SC | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| AMER. LEAGUE CHAMP GM 1(S) | | | 204 | A | 12.1 | 36 | 941 | 1328 | 431 | 137^ | 469 | 111^ | 244^ | 211^ | 247^ | 205^ | 675 | 206^ | 338 | 260 | 296 | 308 | 114^ | 59v | 70^ | 62v |
| 2 WED. 2.49P 199 ABC SE | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 9.4 | 31 | 731 | 1298 | 522 | 160^ | 535 | 182^ | 325 | 261^ | 257^ | 200^ | 653 | 218^ | 320^ | 219^ | 228^ | 333 | 98^ | 64v | 12v | 12v |
| 3.30 - 4.00 | | | | A | 10.5 | 34 | 817 | 1259 | 504 | 160^ | 533 | 156^ | 336 | 266^ | 291 | 187^ | 604 | 175^ | 315 | 219^ | 260^ | 289^ | 89^ | 45v | 33v | 33v |
| 4.00 - 4.30 | | | | A | 11.3 | 36 | 879 | 1243 | 366 | 118^ | 425 | 82^ | 220^ | 200^ | 227^ | 187^ | 671 | 216^ | 368 | 265^ | 305 | 288 | 94^ | 42v | 53v | 53v |
| 4.30 - 5.00 | | | | A | 12.9 | 38 | 1004 | 1298 | 386 | 116^ | 439 | 92^ | 202^ | 176^ | 208^ | 220^ | 664 | 206^ | 322 | 248 | 299 | 297 | 134^ | 63^ | 61v | 61v |
| 5.00 - 5.30 | | | | A | 14.0 | 38 | 1089 | 1360 | 384 | 104^ | 422 | 71^ | 174^ | 163^ | 221 | 226 | 699 | 207^ | 344 | 267 | 327 | 314 | 132^ | 59^ | 107^ | 99^ |
| 5.30 - 6.00 | | | | A | 14.8 | 37 | 1151 | 1470 | 443 | 175^ | 474 | 98^ | 244 | 210 | 275 | 200^ | 749 | 229 | 376 | 328 | 351 | 314 | 128^ | 70^ | 119^ | 89^ |
| ANOTHER WORLD | 10 | 206 | 205 | A | 4.8 | 18 | 373 | 1137 | 756 | 150^ | 845 | 317 | 467 | 437 | 348 | 308 | 207 | 36v | 46^ | 44^ | 71^ | 147^ | 34v | 29v | 51^ | LT |
| 1 MON. 2.00P 55 NBC DD | | 99 | 99 | B | 4.8 | 18 | 373 | 1137 | 756 | 150 | 845 | 317 | 467 | 437 | 348 | 308 | 207 | 36 | 46 | 44 | 71 | 147 | 34 | 29 | 51 | LT |
| 1 TU-F 2.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 2.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 4.9 | 19 | 381 | 1123 | 745 | 151^ | 837 | 313 | 460 | 432 | 343 | 310 | 200 | 35v | 42^ | 40v | 70^ | 147^ | 34v | 26v | 52^ | LT |
| 2.30 - 3.00 | | | | A | 4.8 | 18 | 373 | 1115 | 748 | 152^ | 829 | 308 | 459 | 429 | 346 | 300 | 206 | 31v | 44^ | 44^ | 72^ | 149^ | 35v | 29v | 45^ | LT |
| AS THE WORLD TURNS | 10 | 193 | 192 | A | 7.5 | 28 | 584 | 1267 | 841 | 105 | 950 | 196 | 409 | 427 | 477 | 438 | 217 | 45^ | 79^ | 60^ | 82^ | 134 | 37^ | 31^ | 63^ | 27^ |
| MWTHF 2.00P 60 CBS DD | | 99 | 99 | B | 7.5 | 28 | 584 | 1267 | 841 | 105 | 950 | 196 | 409 | 427 | 477 | 438 | 217 | 45 | 79 | 60 | 82 | 134 | 37 | 31 | 63 | 27 |
| TUE. 2.00P 54 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 7.3 | 28 | 568 | 1282 | 868 | 101^ | 967 | 201 | 414 | 433 | 481 | 449 | 218 | 43^ | 80^ | 63^ | 84^ | 135 | 33^ | 26v | 64^ | 26v |
| 2.30 - 3.00 | | | | A | 7.6 | 28 | 591 | 1267 | 832 | 114 | 953 | 197 | 413 | 429 | 484 | 436 | 213 | 46^ | 77^ | 59^ | 81^ | 131 | 42^ | 37^ | 59^ | 26v |
| BODY HUMAN:FACTS-GIRLS(S) | | | 189 | A | 7.0 | 24 | 545 | 1563 | 718 | 193^ | 804 | 329^ | 447 | 411^ | 340^ | 261^ | 253^ | 69v | 86v | 56v | 108v | 167^ | 206^ | 172^ | 300^ | 151^ |
| 2 TUE. 4.00P 30 CBS DO | | | 97 | | | | | | | | | | | | | | | | | | | | | | | |
| CAPTAIN KANGAROO | 10 | 176 | 177 | A | 2.0 | 11 | 156 | 1474 | 442 | 102^ | 442 | 191^ | 314^ | 295^ | 174^ | 115^ | 153^ | 58v | 103^ | 96v | 57v | 44v | 64v | LT | 815 | 187^ |
| M-F 8.00A 60 CBS C | | 97 | 98 | B | 2.0 | 11 | 156 | 1474 | 442 | 102 | 442 | 191 | 314 | 295 | 174 | 115 | 153 | 58 | 103 | 96 | 57 | 44 | 64 | LT | 815 | 187 |
| 8.00 - 8.30 | | | | A | 1.9 | 11 | 148 | 1534 | 430 | 88v | 438 | 162^ | 297^ | 276^ | 183^ | 135^ | 190^ | 55v | 109^ | 101v | 60v | 75v | 61v | LT | 845 | 237^ |
| 8.30 - 9.00 | | | | A | 2.1 | 12 | 163 | 1405 | 430 | 105^ | 436 | 221^ | 319^ | 307^ | 147^ | 98^ | 104^ | 55v | 86v | 74v | 37v | LT | 67v | LT | 798 | 147^ |
| CARD SHARKS | 10 | 129 | 129 | A | 2.5 | 11 | 195 | 1451 | 913 | 236^ | 1010 | 312 | 498 | 421 | 391 | 471 | 271^ | 56v | 87^ | 97^ | 138^ | 170^ | 98^ | 51v | 72v | 52v |
| M-F 12.00N 30 NBC QG | | 68 | 68 | B | 2.5 | 11 | 195 | 1451 | 913 | 236 | 1010 | 312 | 498 | 421 | 391 | 471 | 271 | 56 | 87 | 97 | 138 | 170 | 98 | 51 | 72 | 52 |
| CARTER FOR PRESIDENT-THU(S) | | | 185 | A | 7.0 | 28 | 545 | 1165 | 775 | 190^ | 852 | 329^ | 471 | 442 | 313^ | 335^ | 276^ | 34v | 80v | 62v | 141^ | 180^ | 37v | 37v | LT | LT |
| 2 THU. 12.55P 4 CBS P | | | 96 | | | | | | | | | | | | | | | | | | | | | | | |
| CARTER FOR PRESIDENT-TUE(S) | | 193 | | A | 7.6 | 28 | 591 | 1409 | 837 | 55v | 1017 | 182^ | 375^ | 373^ | 461 | 548 | 284^ | 53v | 125^ | 92v | 117^ | 159^ | 42v | 23v | 66v | 14v |
| 1 TUE. 2.54P 5 CBS P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| CARTER FOR PRESIDENT-WED(S) | | 185 | | A | 5.5 | 24 | 428 | 1364 | 778 | 201^ | 904 | 263^ | 456^ | 495^ | 459^ | 357^ | 339^ | 90v | 135v | 68v | 104v | 204^ | 21v | 21v | 100v | 47v |
| 1 WED. 12.55P 4 CBS P | | 96 | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CARTER/MONDALE COMM. 2(S) | | 194 | | A | 10.5 | 38 | 817 | 1169 | 800 | 267^ | 951 | 597 | 743 | 502 | 292 | 132^ | 85^ | 55v | 55v | 55v | LT | 30v | 79^ | 79^ | 54v | LT |
| 1 TUE. 2.54P 6 ABC P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| CARTER/MONDALE COMM. 4(S) | | 202 | | A | 5.0 | 29 | 389 | 1172 | 617 | 129v | 658 | 124v | 264^ | 339^ | 375^ | 301^ | 506^ | 151v | 239^ | 278^ | 229^ | 185^ | LT | LT | LT | LT |
| 1 FRI. 8.56A 4 ABC P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| CARTER/MONDALE COMMITTEE(S) | | | 201 | A | 4.3 | 25 | 335 | 1257 | 677^ | 105v | 743 | 244^ | 301^ | 302^ | 317^ | 334^ | 406^ | 120v | 194^ | 170v | 131v | 197^ | LT | LT | 108v | 38v |
| 2 FRI. 8.56A 4 ABC P | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| CARTER/MONDALE POLIT.-MON(S) | | 206 | | A | 5.5 | 20 | 428 | 1077 | 771 | 206^ | 818 | 306^ | 481^ | 431^ | 327^ | 278^ | 138v | LT | LT | LT | 18v | 138v | LT | LT | 121v | LT |
| 1 MON. 2.55P 5 NBC P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| CARTER/MONDALE POLIT.-WED(S) | | | 201 | A | 5.3 | 20 | 412 | 1272 | 852 | 61v | 891 | 274^ | 394^ | 435^ | 444^ | 337^ | 310^ | 38v | 38v | LT | 66v | 272^ | LT | LT | 71v | 36v |
| 2 WED. 1.55P 5 NBC P | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| DAVID LETTERMAN-1 | 10 | 143 | 141 | A | 2.2 | 13 | 171 | 1298 | 819 | 110^ | 831 | 381 | 491 | 402 | 233^ | 305^ | 380 | 146^ | 216^ | 205^ | 111^ | 140^ | 46v | LT | 41v | LT |
| M-F 10.00A 30 NBC GV | | 79 | 78 | B | 2.2 | 13 | 171 | 1298 | 819 | 110 | 831 | 381 | 491 | 402 | 233 | 305 | 380 | 146 | 216 | 205 | 111 | 140 | 46 | LT | 41 | LT |
| DAVID LETTERMAN-2 | 10 | 147 | 145 | A | 2.2 | 13 | 171 | 1275 | 785 | 129^ | 802 | 409 | 497 | 433 | 199^ | 258^ | 322^ | 129^ | 206^ | 205^ | 100^ | 105^ | 69v | LT | 82v | LT |
| M-F 10.30A 30 NBC GV | | 79 | 79 | B | 2.2 | 13 | 171 | 1275 | 785 | 129 | 802 | 409 | 497 | 433 | 199 | 258 | 322 | 129 | 206 | 205 | 100 | 105 | 69 | LT | 82 | LT |
| DAYS OF OUR LIVES | 10 | 207 | 206 | A | 5.2 | 20 | 405 | 1281 | 826 | 128^ | 903 | 325 | 471 | 391 | 336 | 400 | 277 | 67^ | 81^ | 64^ | 91^ | 186 | 62^ | 33v | 39^ | 15v |
| 1 M-F 1.00P 60 NBC DD | | 99 | 99 | B | 5.2 | 20 | 405 | 1281 | 826 | 128 | 903 | 325 | 471 | 391 | 336 | 400 | 277 | 67 | 81 | 64 | 91 | 186 | 62 | 33 | 39 | 15 |
| 2 MTUTHF 1.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 1.00P 55 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 5.0 | 19 | 389 | 1278 | 814 | 136^ | 892 | 318 | 457 | 373 | 332 | 407 | 282 | 64^ | 82^ | 71^ | 103^ | 188 | 62^ | 34v | 42^ | 16v |
| 1.30 - 2.00 | | | | A | 5.4 | 21 | 420 | 1286 | 843 | 119^ | 917 | 328 | 483 | 406 | 346 | 399 | 273 | 64^ | 78^ | 54^ | 85^ | 189 | 60^ | 29v | 36v | 15v |
| DOCTORS | 10 | 186 | 186 | A | 3.4 | 15 | 265 | 1257 | 811 | 174^ | 894 | 317 | 479 | 419 | 362 | 377 | 200^ | 27v | 34v | 34v | 128^ | 151^ | 117^ | 76^ | 46v | 38v |
| M-F 12.30P 30 NBC DD | | 90 | 90 | B | 3.4 | 15 | 265 | 1257 | 811 | 174 | 894 | 317 | 479 | 419 | 362 | 377 | 200 | 27 | 34 | 34 | 128 | 151 | 117 | 76 | 46 | 38 |
| EDGE OF NIGHT | 7 | 152 | 152 | A | 4.5 | 16 | 350 | 1306 | 766 | 292 | 872 | 426 | 580 | 491 | 337 | 186 | 243 | 151^ | 197 | 149^ | 77^ | 32v | 77^ | 71^ | 114^ | 37v |
| 1 M-TH 4.00P 30 ABC DD | | 83 | 83 | B | 4.5 | 16 | 350 | 1306 | 766 | 292 | 872 | 426 | 580 | 491 | 337 | 186 | 243 | 151 | 197 | 149 | 77 | 32 | 77 | 71 | 114 | 37 |
| 1 FRI. 4.00P 24 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TU&TH 4.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FAMILY FEUD | 10 | 180 | 175 | A | 5.7 | 26 | 443 | 1339 | 751 | 165 | 881 | 378 | 552 | 478 | 378 | 239 | 299 | 125^ | 162 | 165 | 118^ | 105^ | 68^ | 51^ | 91^ | 34v |
| M-F 12.00N 30 ABC QP | | 94 | 93 | B | 5.7 | 26 | 443 | 1339 | 751 | 165 | 881 | 378 | 552 | 478 | 378 | 239 | 299 | 125 | 162 | 165 | 118 | 105 | 68 | 51 | 91 | 34 |
| FAMILY FEUD-WED(B) | | | 169 | A | 6.7 | 24 | 521 | 1050 | 640 | 245^ | 665 | 352^ | 429^ | 340^ | 216^ | 179^ | 280^ | 61v | 144^ | 110v | 106v | 136^ | 15v | 15v | 90v | 52v |
| 2 WED. 2.00P 30 ABC QP | | | 83 | | | | | | | | | | | | | | | | | | | | | | | |
| FAMILY FEUD-FRI(B) | | | 165 | A | 5.0 | 20 | 389 | 1321 | 686 | 298^ | 753 | 298^ | 535^ | 430^ | 354^ | 152v | 171^ | 116v | 116v | 62v | LT | 55v | 211^ | 211^ | 186^ | 75v |
| 2 FRI. 2.00P 30 ABC QP | | | 83 | | | | | | | | | | | | | | | | | | | | | | | |
| GENERAL HOSPITAL | 8 | 196 | 188 | A | 10.4 | 36 | 809 | 1326 | 838 | 230 | 908 | 450 | 659 | 512 | 342 | 188 | 151 | 71^ | 86 | 61^ | 33^ | 65^ | 139 | 119 | 128 | 76 |
| 1 M-F 3.00P 60 ABC DD | | 99 | 94 | B | 10.4 | 36 | 809 | 1326 | 838 | 230 | 908 | 450 | 659 | 512 | 342 | 188 | 151 | 71 | 86 | 61 | 33 | 65 | 139 | 119 | 128 | 76 |
| 2 M & TH 3.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 3.00P 54 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 10.1 | 37 | 786 | 1305 | 840 | 219 | 909 | 451 | 655 | 514 | 341 | 190 | 154 | 75^ | 88 | 60^ | 32^ | 66^ | 117 | 102 | 125 | 70^ |
| 3.30 - 4.00 | | | | A | 10.7 | 36 | 832 | 1339 | 840 | 240 | 910 | 454 | 665 | 510 | 343 | 185 | 148 | 70^ | 87 | 61^ | 33^ | 61^ | 152 | 130 | 129 | 83 |
| GOOD MORNING, AMERICA-730 | 10 | 200 | 200 | A | 4.4 | 26 | 342 | 1427 | 708 | 202 | 778 | 251 | 413 | 405 | 404 | 270 | 451 | 217 | 276 | 213 | 143^ | 138^ | 84^ | 23v | 114^ | 49^ |
| M-F 7.30A 30 ABC N | | 99 | 99 | B | 4.4 | 26 | 342 | 1427 | 708 | 202 | 778 | 251 | 413 | 405 | 404 | 270 | 451 | 217 | 276 | 213 | 143 | 138 | 84 | 23 | 114 | 49 |
| GOOD MORNING, AMERICA-830 CONT'D | 10 | 200 | 200 | A | 4.7 | 27 | 366 | 1175 | 686 | 180 | 754 | 221 | 331 | 356 | 356 | 330 | 351 | 110^ | 161 | 163 | 144^ | 146^ | 38v | 22v | 32v | LT |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GOOD MORNING, AMER-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MTUTH 8.30A 30 ABC N | | 98 | 98 | B | 4.7 | 27 | 366 | 1175 | 686 | 180 | 754 | 221 | 331 | 356 | 356 | 330 | 351 | 110 | 161 | 163 | 144 | 146 | 38 | 22 | 32 | LT |
| W & F 8.30A 24 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GUIDING LIGHT | 10 | 195 | 194 | A | 7.7 | 27 | 599 | 1284 | 787 | 137 | 919 | 189 | 388 | 411 | 466 | 448 | 226 | 66^ | 99 | 72^ | 84^ | 123 | 52^ | 43^ | 87^ | 35^ |
| 1 M-F 3.00P 60 CBS DD | | 99 | 99 | B | 7.7 | 27 | 599 | 1284 | 787 | 137 | 919 | 189 | 388 | 411 | 466 | 448 | 226 | 66 | 99 | 72 | 84 | 123 | 52 | 43 | 87 | 35 |
| 2 MTUTHF 3.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 3.00P 53 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 7.6 | 27 | 591 | 1281 | 794 | 147 | 931 | 199 | 398 | 416 | 471 | 448 | 221 | 62^ | 89^ | 66^ | 82^ | 127 | 46^ | 35^ | 83^ | 30^ |
| 3.30 - 4.00 | | | | A | 7.7 | 26 | 599 | 1309 | 788 | 129 | 917 | 182 | 382 | 410 | 466 | 453 | 237 | 70^ | 108 | 78^ | 91^ | 125 | 63^ | 50^ | 92^ | 39^ |
| JEFFERSONS M-F | 9 | 156 | 156 | A | 4.7 | 27 | 366 | 1380 | 693 | 197 | 783 | 279 | 518 | 469 | 370 | 209 | 247 | 86^ | 159^ | 156^ | 150^ | 74^ | 66^ | 21v | 284 | 91^ |
| 1 MTUWF 10.00A 30 CBS CS | | 90 | 89 | B | 4.7 | 27 | 366 | 1380 | 693 | 197 | 783 | 279 | 518 | 469 | 370 | 209 | 247 | 86 | 159 | 156 | 150 | 74 | 66 | 21 | 284 | 91 |
| 2 M-F 10.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LOVE BOAT DAYTIME | 10 | 190 | 183 | A | 4.6 | 25 | 358 | 1399 | 746 | 186 | 827 | 431 | 600 | 452 | 289 | 179 | 269 | 143^ | 196 | 137^ | 95^ | 62^ | 122^ | 100^ | 181 | 78^ |
| M-F 11.00A 60 ABC CS | | 98 | 96 | B | 4.6 | 25 | 358 | 1399 | 746 | 186 | 827 | 431 | 600 | 452 | 289 | 179 | 269 | 143 | 196 | 137 | 95 | 62 | 122 | 100 | 181 | 78 |
| 11.00 - 11.30 | | | | A | 4.4 | 25 | 342 | 1404 | 743 | 184 | 828 | 418 | 596 | 454 | 302 | 178 | 266 | 143^ | 195 | 134^ | 90^ | 59^ | 120^ | 99^ | 190 | 85^ |
| 11.30 - 12.00 | | | | A | 4.8 | 25 | 373 | 1378 | 748 | 185 | 824 | 439 | 604 | 447 | 278 | 180 | 263 | 142^ | 193 | 133^ | 93^ | 62^ | 116^ | 98^ | 175 | 73^ |
| MAGAZINE(S) | | 178 | | A | 3.4 | 20 | 265 | 894 | 543^ | 324^ | 641^ | 249^ | 403^ | 517^ | 317^ | 124v | 174v | 113v | 133v | 114v | 38v | 41v | 19v | 19v | 60v | LT |
| 1 THU. 10.00A 60 CBS DN | | 95 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 3.3 | 20 | 257 | 872^ | 521^ | 300^ | 603^ | 226v | 366^ | 479^ | 307^ | 124v | 176v | 133v | 133v | 98v | 19v | 43v | LT | LT | 81v | LT |
| 10.30 - 11.00 | | | | A | 3.4 | 21 | 265 | 925 | 574^ | 347^ | 694^ | 279^ | 453^ | 569^ | 336^ | 125v | 167v | 91v | 125v | 125v | 53v | 42v | 23v | 23v | 41v | LT |
| MORNING MON-FRI | 10 | 182 | 182 | A | 2.3 | 14 | 179 | 1385 | 596 | 111^ | 608 | 195^ | 295^ | 324^ | 319^ | 223^ | 593 | 212^ | 329 | 247^ | 291^ | 179^ | 34v | LT | 150^ | 73v |
| M-F 7.15A 45 CBS N | | 97 | 97 | B | 2.3 | 14 | 179 | 1385 | 596 | 111 | 608 | 195 | 295 | 324 | 319 | 223 | 593 | 212 | 329 | 247 | 291 | 179 | 34 | LT | 150 | 73 |
| 7.30 - 8.00 | | | | A | 2.4 | 14 | 187 | 1348 | 611 | 96^ | 611 | 193^ | 296^ | 326 | 316 | 231^ | 539 | 177^ | 267^ | 236^ | 277^ | 175^ | 31v | LT | 167^ | 86^ |
| NAT'L LEAGUE CHAMP PRE 3(S) | | | 201 | A | 6.8 | 27 | 529 | 1480 | 548 | 188^ | 673 | 157^ | 376^ | 293^ | 315^ | 291^ | 604 | 276^ | 364^ | 271^ | 116^ | 240^ | 90v | 85v | 113v | 16v |
| 2 FRI. 2.30P 23 ABC SC | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| NAT'L LEAGUE CHAMP GM 3(S) | | | 203 | A | 14.2 | 40 | 1105 | 1624 | 471 | 112^ | 528 | 106^ | 231 | 223 | 271 | 261 | 758 | 260 | 407 | 341 | 289 | 312 | 119^ | 49v | 219 | 149^ |
| 2 FRI. 2.53P 215 ABC SE | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 9.9 | 35 | 770 | 1545 | 537 | 93^ | 601 | 106^ | 247^ | 241^ | 263^ | 326 | 672 | 275^ | 374 | 276^ | 216^ | 280^ | 115^ | 78v | 157^ | 111^ |
| 3.30 - 4.00 | | | | A | 12.0 | 39 | 934 | 1645 | 493 | 76^ | 564 | 69^ | 196^ | 194^ | 260 | 339 | 704 | 272 | 423 | 337 | 269 | 258 | 147^ | 81^ | 230^ | 133^ |
| 4.00 - 4.30 | | | | A | 12.8 | 40 | 996 | 1600 | 437 | 69^ | 457 | 70^ | 181^ | 180^ | 239 | 256 | 756 | 286 | 438 | 358 | 256 | 286 | 131^ | 55v | 256 | 188^ |
| 4.30 - 5.00 | | | | A | 13.5 | 38 | 1050 | 1631 | 424 | 112^ | 469 | 97^ | 226^ | 205^ | 252 | 224^ | 778 | 260 | 414 | 347 | 265 | 320 | 125^ | 49v | 259 | 174^ |
| 5.00 - 5.30 | | | | A | 15.4 | 39 | 1198 | 1583 | 440 | 130^ | 497 | 125^ | 242 | 225 | 275 | 226 | 731 | 213 | 367 | 313 | 284 | 334 | 126^ | 48v | 229 | 169^ |
| 5.30 - 6.00 | | | | A | 18.0 | 42 | 1400 | 1657 | 452 | 134^ | 504 | 121^ | 229 | 225 | 269 | 234 | 807 | 227 | 407 | 374 | 356 | 350 | 123^ | 30v | 223 | 154^ |
| 6.00 - 6.30 | | | | A | 19.8 | 43 | 1540 | 1673 | 522 | 144^ | 598 | 129^ | 273 | 267 | 321 | 255 | 809 | 292 | 428 | 359 | 337 | 321 | 77^ | 22v | 189 | 125^ |
| NAT'L WEST DIV. CHAMP(S) | | | 196 | A | 14.3 | 34 | 1113 | 1527 | 500 | 172^ | 554 | 107^ | 224 | 217 | 305 | 285 | 738 | 223 | 344 | 349 | 361 | 315 | 109^ | 22v | 126^ | 108^ |
| 2 MON. 4.00P 210 ABC SE | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 9.7 | 31 | 755 | 1405 | 521 | 188^ | 583 | 112^ | 243^ | 239^ | 322 | 288^ | 558 | 156^ | 236^ | 213^ | 268^ | 287^ | 103^ | 50v | 161^ | 151^ |
| 4.30 - 5.00 | | | | A | 11.0 | 32 | 856 | 1457 | 524 | 156^ | 579 | 65v | 148^ | 146^ | 336 | 380 | 657 | 162^ | 275^ | 278 | 342 | 328 | 61v | 19v | 160^ | 160^ |
| 5.00 - 5.30 | | | | A | 13.3 | 36 | 1035 | 1583 | 491 | 159^ | 537 | 89^ | 197^ | 176^ | 301 | 301 | 779 | 204^ | 343 | 368 | 402 | 356 | 100^ | 24v | 167^ | 139^ |
| 5.30 - 6.00 | | | | A | 14.7 | 35 | 1144 | 1564 | 461 | 156^ | 499 | 89^ | 181^ | 187^ | 278 | 276 | 788 | 225 | 353 | 383 | 400 | 346 | 115^ | 32v | 162^ | 129^ |
| 6.00 - 6.30 | | | | A | 15.9 | 34 | 1237 | 1478 | 497 | 177^ | 552 | 119^ | 250 | 240 | 306 | 266 | 744 | 215 | 327 | 365 | 362 | 321 | 94^ | LT | 88^ | 78^ |
| 6.30 - 7.00 | | | | A | 16.9 | 34 | 1315 | 1543 | 512 | 193 | 571 | 124^ | 259 | 247 | 305 | 275 | 738 | 222 | 349 | 379 | 369 | 292 | 139^ | 22v | 95^ | 74^ |
| 7.00 - 7.30 | | | | A | 18.5 | 35 | 1439 | 1594 | 505 | 179 | 567 | 126^ | 255 | 249 | 308 | 259 | 813 | 319 | 450 | 383 | 355 | 288 | 122^ | 18v | 92^ | 73^ |
| NEWSBREAK-11.57 | 10 | 162 | 162 | A | 5.4 | 27 | 420 | 1393 | 777 | 190 | 896 | 276 | 448 | 419 | 358 | 365 | 329 | 87^ | 144 | 126^ | 137^ | 176 | 39^ | 21v | 129^ | 15v |
| M-F 11.57A 2 CBS N | | 90 | 90 | B | 5.4 | 27 | 420 | 1393 | 777 | 190 | 896 | 276 | 448 | 419 | 358 | 365 | 329 | 87 | 144 | 126 | 137 | 176 | 39 | 21 | 129 | 15 |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-3.57 | | | | | 10 | 176 | 174 | A | 5.9 | 19 | 459 | 1322 | 782 | 139 | 932 | 230 | 408 | 411 | 440 | 427 | 232 | 85^ | 114^ | 88^ | 79^ | 111^ | 65^ | 55^ | 93^ | 42^ |
| M-F | 3.57P | 2 | CBS | N | | 95 | 95 | B | 5.9 | 19 | 459 | 1322 | 782 | 139 | 932 | 230 | 408 | 411 | 440 | 427 | 232 | 85 | 114 | 88 | 79 | 111 | 65 | 55 | 93 | 42 |
| ONE DAY AT A TIME-M-F | | | | | 9 | 120 | 120 | A | 3.8 | 13 | 296 | 1557 | 770 | 149^ | 851 | 314 | 490 | 425 | 391 | 311 | 271 | 75^ | 95^ | 111^ | 115^ | 132^ | 141^ | 91^ | 294 | 149^ |
| 1 M-F | 4.00P | 30 | CBS | CS | | 71 | 71 | B | 3.8 | 13 | 296 | 1557 | 770 | 149 | 851 | 314 | 490 | 425 | 391 | 311 | 271 | 75 | 95 | 111 | 115 | 132 | 141 | 91 | 294 | 149 |
| 2 MWTHF | 4.00P | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE LIFE TO LIVE | | | | | 8 | 194 | 186 | A | 8.8 | 33 | 685 | 1235 | 823 | 219 | 917 | 499 | 660 | 529 | 301 | 178 | 150 | 73^ | 89 | 63^ | 35^ | 61^ | 70^ | 67^ | 98 | 33^ |
| 1 MWTHF | 2.00P | 60 | ABC | DD | | 99 | 94 | B | 8.8 | 33 | 685 | 1235 | 823 | 219 | 917 | 499 | 660 | 529 | 301 | 178 | 150 | 73 | 89 | 63 | 35 | 61 | 70 | 67 | 98 | 33 |
| 1 TUE. | 2.00P | 54 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MTUTH | 2.00P | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | | | | | A | 8.6 | 33 | 669 | 1232 | 818 | 226 | 913 | 498 | 660 | 532 | 300 | 175 | 149 | 74^ | 90 | 64^ | 35^ | 59^ | 71^ | 66^ | 99 | 29^ |
| 2.30 - 3.00 | | | | | | | | A | 9.1 | 34 | 708 | 1233 | 820 | 212 | 916 | 496 | 653 | 520 | 301 | 183 | 151 | 74^ | 88 | 61^ | 31^ | 63^ | 72^ | 70^ | 94 | 34^ |
| PASSWORD PLUS | | | | | 10 | 173 | 175 | A | 3.8 | 20 | 296 | 1172 | 736 | 152^ | 804 | 237 | 372 | 365 | 348 | 361 | 271 | 38v | 81^ | 132^ | 142^ | 132^ | 60^ | LT | 37v | 17v |
| M-F | 11.30A | 30 | NBC | QG | | 91 | 91 | B | 3.8 | 20 | 296 | 1172 | 736 | 152 | 804 | 237 | 372 | 365 | 348 | 361 | 271 | 38 | 81 | 132 | 142 | 132 | 60 | LT | 37 | 17 |
| PRICE IS RIGHT 1 | | | | | 10 | 186 | 187 | A | 5.2 | 29 | 405 | 1410 | 782 | 182 | 893 | 294 | 471 | 430 | 394 | 350 | 349 | 82^ | 151 | 134^ | 154 | 185 | 32v | 20v | 136^ | LT |
| M-F | 11.00A | 30 | CBS | AP | | 94 | 94 | B | 5.2 | 29 | 405 | 1410 | 782 | 182 | 893 | 294 | 471 | 430 | 394 | 350 | 349 | 82 | 151 | 134 | 154 | 185 | 32 | 20 | 136 | LT |
| PRICE IS RIGHT 2 | | | | | 10 | 184 | 185 | A | 5.9 | 31 | 459 | 1420 | 805 | 175 | 917 | 285 | 461 | 431 | 384 | 373 | 338 | 75^ | 136 | 120^ | 151 | 192 | 39^ | 22v | 126^ | 15v |
| M-F | 11.30A | 30 | CBS | AP | | 94 | 94 | B | 5.9 | 31 | 459 | 1420 | 805 | 175 | 917 | 285 | 461 | 431 | 384 | 373 | 338 | 75 | 136 | 120 | 151 | 192 | 39 | 22 | 126 | 15 |
| REAGAN/BUSH COMM. 2(S) | | | | | | 200 | | A | 4.4 | 25 | 342 | 1123 | 541^ | 175v | 614^ | 147v | 269^ | 312^ | 365^ | 275^ | 451^ | 179^ | 235^ | 169v | 191^ | 185^ | 58v | 38v | LT | LT |
| 1 WED. | 8.56A | 4 | ABC | P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| [illegible] | | | | | | 142 | | A | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| 1 FRI. | 4.26P | 4 | ABC | P | | 67 | | | | | | | | | | | | | | | | | | | | | | | | |
| REAGAN/BUSH COMM. 1(S) | | | | | | | 194 | A | 8.7 | 30 | 677 | 1257 | 778 | 225^ | 822 | 406 | 609 | 436 | 298^ | 180^ | 186^ | 54v | 97^ | 80v | 64v | 89v | 116^ | 116^ | 133^ | 103^ |
| 2 TUE. | 3.54P | 6 | ABC | P | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| REAGAN/BUSH COMM. 2(S) | | | | | | | 201 | A | 4.8 | 27 | 373 | 1601 | 857 | 156v | 903 | 274^ | 517^ | 457^ | 469^ | 294^ | 528^ | 198^ | 307^ | 179^ | 148v | 205^ | 79v | 29v | 91v | LT |
| 2 WED. | 8.56A | 4 | ABC | P | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| REAGAN FOR PRESIDENT-MON(S) | | | | | | 194 | | A | 6.8 | 26 | 529 | 1410 | 851 | 127^ | 964 | 221^ | 410^ | 455 | 484 | 454 | 306^ | 71v | 93v | 39v | 62v | 213^ | 71v | 71v | 69v | LT |
| 1 MON. | 1.54P | 4 | CBS | P | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| REAGAN FOR PRESIDENT-TUE(S) | | | | | | | 193 | A | 7.1 | 27 | 552 | 1223 | 779 | 113^ | 877 | 222^ | 425^ | 458 | 437 | 337^ | 173^ | 20v | 40v | 40v | 94v | 133^ | 103v | 103v | 70v | 39v |
| 2 TUE. | 2.54P | 5 | CBS | P | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| REAGAN FOR PRESIDENT-3.53(S) | | | | | | | 191 | A | 6.1 | 19 | 475 | 1343 | 821 | 198^ | 1036 | 305^ | 505 | 472^ | 438^ | 415^ | 193^ | 55v | 88v | 88v | 90v | 105v | 42v | 42v | 72v | 28v |
| 2 WED. | 3.53P | 4 | CBS | P | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| RYAN'S HOPE | | | | | 10 | 185 | 176 | A | 6.3 | 27 | 490 | 1318 | 822 | 218 | 937 | 469 | 662 | 542 | 350 | 180 | 210 | 90^ | 124 | 112^ | 75^ | 65^ | 73^ | 65^ | 98^ | 18v |
| M-F | 12.30P | 30 | ABC | DD | | 96 | 90 | B | 6.3 | 27 | 490 | 1318 | 822 | 218 | 937 | 469 | 662 | 542 | 350 | 180 | 210 | 90 | 124 | 112 | 75 | 65 | 73 | 65 | 98 | 18 |
| SEARCH FOR TOMORROW | | | | | 10 | 186 | 186 | A | 6.2 | 27 | 482 | 1290 | 762 | 152 | 877 | 266 | 419 | 430 | 354 | 379 | 293 | 51^ | 94^ | 75^ | 112^ | 191 | 43^ | 29v | 77^ | 21v |
| 1 MTUTHF | 12.30P | 30 | CBS | DD | | 96 | 96 | B | 6.2 | 27 | 482 | 1290 | 762 | 152 | 877 | 266 | 419 | 430 | 354 | 379 | 293 | 51 | 94 | 75 | 112 | 191 | 43 | 29 | 77 | 21 |
| 1 WED. | 12.30P | 25 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MTUWF | 12.30P | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. | 12.30P | 25 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TEXAS | | | | | 10 | 200 | 199 | A | 4.7 | 16 | 366 | 1216 | 743 | 137^ | 806 | 248 | 416 | 382 | 370 | 325 | 289 | 92^ | 106^ | 76^ | 82^ | 169 | 47^ | 38v | 74^ | 38v |
| M-F | 3.00P | 60 | NBC | DD | | 98 | 98 | B | 4.7 | 16 | 366 | 1216 | 743 | 137 | 806 | 248 | 416 | 382 | 370 | 325 | 289 | 92 | 106 | 76 | 82 | 169 | 47 | 38 | 74 | 38 |
| 3.00 - 3.30 | | | | | | | | A | 4.6 | 16 | 358 | 1168 | 735 | 136^ | 807 | 267 | 422 | 380 | 355 | 321 | 263 | 74^ | 84^ | 58^ | 78^ | 165 | 39v | 31v | 59^ | 25v |
| 3.30 - 4.00 | | | | | | | | A | 4.8 | 16 | 373 | 1228 | 737 | 122^ | 791 | 226 | 396 | 378 | 378 | 325 | 306 | 105^ | 118^ | 89^ | 83^ | 174 | 48^ | 40v | 83^ | 46^ |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TODAY SHOW-7.30AM | 10 | 214 | 214 | A | 4.7 | 28 | 366 | 1372 | 747 | 122^ | 818 | 214 | 326 | 268 | 342 | 449 | 487 | 85^ | 189 | 171 | 240 | 275 | 21v | LT | 46^ | 27v |
| M-F 7.30A 30 NBC N | | 99 | 99 | B | 4.7 | 28 | 366 | 1372 | 747 | 122 | 818 | 214 | 326 | 268 | 342 | 449 | 487 | 85 | 189 | 171 | 240 | 275 | 21 | LT | 46 | 27 |
| TODAY SHOW-8.30AM | 10 | 210 | 211 | A | 5.4 | 31 | 420 | 1281 | 774 | 124^ | 819 | 190 | 321 | 269 | 377 | 457 | 418 | 53^ | 111^ | 108^ | 177 | 283 | LT | LT | 38^ | 17v |
| M-F 8.30A 30 NBC N | | 99 | 99 | B | 5.4 | 31 | 420 | 1281 | 774 | 124 | 819 | 190 | 321 | 269 | 377 | 457 | 418 | 53 | 111 | 108 | 177 | 283 | LT | LT | 38 | 17 |
| WHEEL OF FORTUNE | 10 | 179 | 178 | A | 3.5 | 20 | 272 | 1103 | 695 | 74^ | 735 | 280 | 364 | 375 | 268 | 304 | 272 | 52v | 85^ | 128^ | 139^ | 136^ | 19v | LT | 77^ | 18v |
| M-F 11.00A 30 NBC QG | | 88 | 88 | B | 3.5 | 20 | 272 | 1103 | 695 | 74 | 735 | 280 | 364 | 375 | 268 | 304 | 272 | 52 | 85 | 128 | 139 | 136 | 19 | LT | 77 | 18 |
| YOUNG AND THE RESTLESS | 10 | 195 | 196 | A | 7.2 | 29 | 560 | 1220 | 806 | 115 | 920 | 295 | 472 | 449 | 409 | 368 | 172 | 41^ | 57^ | 43^ | 39^ | 115 | 41^ | 30^ | 87^ | 9v |
| 1 MON. 1.00P 54 CBS DD | | 99 | 99 | B | 7.2 | 29 | 560 | 1220 | 806 | 115 | 920 | 295 | 472 | 449 | 409 | 368 | 172 | 41 | 57 | 43 | 39 | 115 | 41 | 30 | 87 | 9 |
| 1 TU-F 1.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 1.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 7.0 | 29 | 545 | 1222 | 806 | 124 | 915 | 297 | 478 | 457 | 407 | 362 | 174 | 42^ | 58^ | 45^ | 38^ | 116 | 39^ | 30^ | 94^ | 9v |
| 1.30 - 2.00 | | | | A | 7.5 | 30 | 584 | 1211 | 794 | 108 | 917 | 288 | 461 | 438 | 410 | 372 | 168 | 37^ | 54^ | 38^ | 43^ | 114 | 44^ | 32^ | 82^ | 9v |
| •WEEKEND DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC SUNDAY AFTERNOON BSBL | 7 | 187 | | A | 10.1 | 22 | 786 | 1571 | 377 | 124^ | 449 | 95^ | 215^ | 185^ | 233^ | 200^ | 868 | 298^ | 488 | 444 | 358 | 297^ | 97^ | 26v | 157^ | 120^ |
| 1 SUN. 3.00P 240 ABC SE | | 98 | | B | 6.0 | 15 | 467 | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 5.2 | 13 | 405 | 1247 | 416^ | 89v | 453^ | 111v | 272^ | 249^ | 183^ | 159^ | 590 | 166^ | 255^ | 306^ | 267^ | 204^ | 87v | 39v | 117v | 117v |
| 3.30 - 4.00 | | | | A | 6.8 | 16 | 529 | 1456 | 341^ | 99v | 382^ | 110v | 234^ | 214^ | 162^ | 123^ | 761 | 198^ | 399^ | 394^ | 349^ | 274^ | 108v | 49v | 205^ | 116^ |
| 4.00 - 4.30 | | | | A | 8.8 | 20 | 685 | 1566 | 342^ | 132^ | 394 | 125^ | 222^ | 138^ | 185^ | 156^ | 858 | 309^ | 464 | 347 | 291^ | 329^ | 109^ | 29v | 205^ | 136^ |
| 4.30 - 5.00 | | | | A | 9.6 | 22 | 747 | 1712 | 363 | 155^ | 466 | 137^ | 245^ | 155^ | 211^ | 207^ | 931 | 356 | 546 | 404 | 322 | 319 | 117^ | 21v | 198^ | 169^ |
| 5.00 - 5.30 | | | | A | 10.1 | 23 | 786 | 1612 | 388 | 134^ | 477 | 111^ | 222^ | 176^ | 224^ | 227^ | 930 | 342 | 526 | 464 | 353 | 311 | 94^ | 15v | 111^ | 111^ |
| 5.30 - 6.00 | | | | A | 11.9 | 26 | 926 | 1437 | 262 | 83^ | 371 | 68^ | 167^ | 123^ | 204^ | 180^ | 872 | 289 | 510 | 467 | 389 | 273 | 91^ | 19v | 103^ | 103^ |
| 6.00 - 6.30 | | | | A | 13.5 | 28 | 1050 | 1633 | 401 | 122^ | 473 | 83^ | 202^ | 198^ | 255 | 223^ | 921 | 322 | 523 | 518 | 405 | 315 | 81^ | 22v | 158^ | 112^ |
| 6.30 - 7.00 | | | | A | 14.7 | 28 | 1144 | 1674 | 480 | 156^ | 526 | 67^ | 214 | 241 | 328 | 245 | 899 | 309 | 519 | 509 | 403 | 301 | 80^ | 24v | 169^ | 110^ |
| ABC WEEKEND SPECIALS | 2 | 181 | 177 | A | 6.1 | 23 | 475 | 1802 | 420 | 97^ | 420 | 128^ | 205^ | 188^ | 162^ | 191^ | 385 | 225^ | 299 | 230^ | 99^ | 72^ | 152^ | 89^ | 845 | 527 |
| SAT. 12.00N 30 ABC FV | | 96 | 96 | B | 6.1 | 23 | 475 | 1802 | 420 | 97 | 420 | 128 | 205 | 188 | 162 | 191 | 385 | 225 | 299 | 230 | 99 | 72 | 152 | 89 | 845 | 527 |
| ABC WIDE WORLD-SPORTS SAT | 1 | 207 | | A | 8.6 | 22 | 669 | 1622 | 560 | 214^ | 578 | 174^ | 359 | 328^ | 302^ | 193^ | 669 | 278^ | 461 | 421 | 295^ | 171^ | 144^ | 57v | 231^ | 90v |
| 1 SAT. 5.05P 85 ABC SA | | 99 | | B | 8.6 | 22 | 669 | 1622 | 560 | 214 | 578 | 174 | 359 | 328 | 302 | 193 | 669 | 278 | 461 | 421 | 295 | 171 | 144 | 57 | 231 | 90 |
| 5.00 - 5.30 | | | | A | 7.7 | 22 | 599 | 1561 | 496 | 204^ | 512 | 118^ | 310^ | 301^ | 306^ | 165^ | 718 | 310^ | 499 | 439 | 295^ | 186^ | 121^ | 25v | 210^ | 85v |
| 5.30 - 6.00 | | | | A | 8.6 | 23 | 669 | 1526 | 512 | 223^ | 540 | 168^ | 313^ | 275^ | 260^ | 201^ | 637 | 248^ | 432 | 396 | 291^ | 170^ | 69v | 17v | 280^ | 96^ |
| 6.00 - 6.30 | | | | A | 9.2 | 22 | 716 | 1779 | 661 | 217^ | 671 | 223^ | 441 | 405 | 343 | 207^ | 673 | 290^ | 470 | 436 | 301^ | 164^ | 231^ | 116^ | 204^ | 88^ |
| ALL NEW POPEYE HOUR 1 | 4 | 187 | 187 | A | 6.2 | 26 | 482 | 1577 | 404 | 141^ | 454 | 227^ | 344 | 185^ | 191^ | 97^ | 239^ | 126^ | 189^ | 145^ | 113^ | 25v | 214^ | 106^ | 670 | 298 |
| SAT. 10.30A 30 CBS CA | | 98 | 97 | B | 6.5 | 27 | 506 | 1753 | 360 | 128 | 423 | 244 | 319 | 165 | 158 | 79 | 393 | 251 | 312 | 153 | 119 | 56 | 219 | 72 | 718 | 340 |
| ALL NEW POPEYE HOUR 2 | 4 | 187 | 183 | A | 6.0 | 25 | 467 | 1488 | 401 | 210^ | 455 | 260 | 327 | 152^ | 159^ | 113^ | 175^ | 113^ | 151^ | 131^ | 62v | LT | 278 | 123^ | 580 | 282 |
| SAT. 11.00A 30 CBS CA | | 98 | 97 | B | 6.2 | 26 | 482 | 1784 | 395 | 170 | 487 | 305 | 357 | 166 | 130 | 98 | 318 | 186 | 257 | 158 | 105 | 47 | 284 | 102 | 695 | 338 |
| AMERICAN BANDSTAND '80 | 3 | 153 | | A | 3.8 | 14 | 296 | 1720 | 508^ | 125v | 609^ | 319^ | 466^ | 287^ | 189v | 129v | 391^ | 243^ | 344^ | 237^ | 122v | 47v | 155v | 124v | 565^ | 209^ |
| 1 SAT. 12.30P 60 ABC PC | | 82 | | B | 4.2 | 16 | 327 | 1537 | 466 | 121 | 516 | 310 | 405 | 276 | 126 | 88 | 440 | 249 | 311 | 207 | 145 | 125 | 213 | 127 | 368 | 195 |
| 12.30 - 1.00 | | | | A | 3.3 | 13 | 257 | 1786 | 571^ | 140v | 703^ | 343^ | 525^ | 318^ | 209v | 151v | 275^ | 182v | 275^ | 167v | 93v | LT | 216v | 183v | 592^ | 253^ |
| 1.00 - 1.30 | | | | A | 4.3 | 16 | 335 | 1633 | 442^ | 105v | 519^ | 295^ | 411^ | 250^ | 162v | 108v | 469^ | 287^ | 389^ | 285^ | 138v | 80v | 107v | 81v | 538^ | 174v |
| ANIMALS, ANIMALS, ANIMALS | 2 | 113 | 129 | A | 2.3 | 10 | 179 | 1324 | 279^ | 34v | 295^ | 83v | 200^ | 218^ | 212^ | 61v | 347^ | 33v | 174^ | 201^ | 168v | 146v | 129v | 129v | 553^ | 324^ |
| SUN. 11.30A 30 ABC CL | | 79 | 86 | B | 2.3 | 10 | 179 | 1324 | 279 | 34 | 295 | 83 | 200 | 218 | 212 | 61 | 347 | 33 | 174 | 201 | 168 | 146 | 129 | 129 | 553 | 324 |
| ASK NBC NEWS-8:58AM | 4 | 193 | 190 | A | 4.7 | 26 | 366 | 1675 | 202^ | 60v | 202^ | 85^ | 134^ | 175^ | 117^ | 27v | 144^ | 144^ | 144^ | 35v | LT | LT | 16v | 16v | 1313 | 927 |
| SAT. 8.58A 2 NBC CN | | 97 | 96 | B | 4.1 | 23 | 319 | 1580 | 216 | 34 | 218 | 90 | 127 | 120 | 90 | 68 | 136 | 83 | 104 | 44 | 53 | 29 | 53 | 27 | 1173 | 777 |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ASK NBC NEWS-10:58AM | 4 | 195 | 197 | A | 4.7 | 20 | 366 | 1951 | 340 | 170^ | 400 | 222^ | 255^ | 148^ | 76v | 102^ | 306^ | 175^ | 236^ | 183^ | 117^ | 24v | 274^ | 73v | 971 | 616 |
| SAT. 10.58A 2 NBC CN | | 97 | 97 | B | 4.9 | 21 | 381 | 1881 | 325 | 139 | 359 | 209 | 235 | 111 | 79 | 103 | 243 | 141 | 190 | 145 | 94 | 30 | 313 | 138 | 966 | 632 |
| ASK NBC NEWS-11:58AM | 4 | 196 | 198 | A | 6.1 | 25 | 475 | 1682 | 339 | 102^ | 362 | 143^ | 212^ | 251^ | 130^ | 89^ | 256 | 125^ | 173^ | 167^ | 131^ | 30v | 296 | 118^ | 768 | 464 |
| SAT. 11.58A 2 NBC CN | | 98 | 98 | B | 5.6 | 23 | 436 | 1567 | 320 | 80 | 340 | 122 | 194 | 213 | 147 | 96 | 272 | 136 | 194 | 160 | 130 | 50 | 225 | 101 | 730 | 426 |
| ASK NBC NEWS-9:58AM | 3 | 202 | 205 | A | 5.7 | 24 | 443 | 1600 | 222^ | 88^ | 222^ | 110^ | 149^ | 165^ | 77^ | 35v | 35v | 35v | 35v | 35v | LT | LT | 68v | 18v | 1275 | 939 |
| SAT. 9.58A 2 NBC CN | | 99 | 99 | B | 5.5 | 24 | 428 | 1658 | 280 | 90 | 280 | 134 | 202 | 154 | 116 | 58 | 89 | 44 | 68 | 78 | 45 | LT | 132 | 52 | 1157 | 775 |
| BATMAN & SUPER 7 I | 3 | 196 | 195 | A | 5.2 | 22 | 405 | 1931 | 334 | 109^ | 405 | 222^ | 245^ | 185^ | 69v | 124^ | 244^ | 155^ | 174^ | 116^ | 71v | 45v | 269^ | 111^ | 1013 | 662 |
| SAT. 11.00A 30 NBC CA | | 98 | 98 | B | 4.8 | 21 | 373 | 1715 | 271 | 87 | 326 | 168 | 191 | 149 | 66 | 108 | 235 | 165 | 185 | 105 | 58 | 31 | 256 | 115 | 898 | 593 |
| BATMAN & SUPER 7 II | 3 | 196 | 198 | A | 5.6 | 23 | 436 | 1720 | 345 | 104^ | 382 | 151^ | 205^ | 222^ | 109^ | 122^ | 244^ | 117^ | 172^ | 152^ | 127^ | 27v | 310 | 107^ | 784 | 471 |
| SAT. 11.30A 30 NBC CA | | 98 | 98 | B | 5.4 | 22 | 420 | 1559 | 297 | 81 | 327 | 115 | 165 | 191 | 111 | 111 | 251 | 141 | 191 | 131 | 104 | 29 | 239 | 99 | 742 | 453 |
| BUGS BUNNY/ROAD RUNNER 1 | 4 | 196 | 202 | A | 6.5 | 30 | 506 | 1532 | 242 | 93^ | 285 | 159^ | 222^ | 136^ | 75^ | 51v | 234^ | 127^ | 164^ | 115^ | 66^ | 50v | 206^ | 114^ | 807 | 367 |
| SAT. 9.00A 30 CBS CA | | 99 | 99 | B | 7.0 | 34 | 545 | 1512 | 253 | 92 | 275 | 180 | 227 | 123 | 65 | 34 | 210 | 117 | 153 | 97 | 49 | 48 | 179 | 91 | 848 | 444 |
| BUGS BUNNY/ROAD RUNNER 2 | 4 | 196 | 202 | A | 8.2 | 35 | 638 | 1582 | 322 | 157^ | 388 | 236 | 309 | 172^ | 100^ | 67^ | 221 | 125^ | 147^ | 103^ | 55^ | 49^ | 206 | 111^ | 767 | 367 |
| SAT. 9.30A 30 CBS CA | | 99 | 99 | B | 8.3 | 37 | 646 | 1638 | 319 | 142 | 371 | 230 | 285 | 151 | 109 | 61 | 279 | 167 | 218 | 131 | 71 | 49 | 209 | 100 | 779 | 404 |
| BUGS BUNNY/ROAD RUNNER 3 | 4 | 197 | 200 | A | 7.8 | 33 | 607 | 1605 | 335 | 165^ | 404 | 248 | 321 | 175^ | 124^ | 71^ | 290 | 173^ | 208 | 165^ | 79^ | 47v | 247 | 131^ | 664 | 314 |
| SAT. 10.00A 30 CBS CA | | 99 | 99 | B | 8.1 | 34 | 630 | 1704 | 343 | 159 | 394 | 257 | 310 | 171 | 116 | 58 | 401 | 246 | 312 | 191 | 114 | 63 | 211 | 96 | 698 | 345 |
| CARTER FOR PRESIDENT-SAT(S) | | | 166 | A | 5.0 | 11 | 389 | 1527 | 514^ | 144v | 694 | 280^ | 333^ | 281^ | 154v | 336^ | 478^ | 157^ | 308^ | 244^ | 244^ | 170^ | LT | LT | 355^ | 171^ |
| CBS LIBRARY(S) | | | 149 | A | 4.7 | 11 | 366 | 1571 | 652 | 160v | 652 | 268^ | 371^ | 290^ | 292^ | 256^ | 528^ | 148v | 255^ | 292^ | 286^ | 210^ | 77v | LT | 314^ | 168^ |
| 2 SUN. 5.00P 60 CBS CL | | | 84 | | | | | | | | | | | | | | | | | | | | | | | |
| 5.00 - 5.30 | | | | A | 3.7 | 9 | 288 | 1507 | 563^ | 153v | 563^ | 246^ | 318^ | 247^ | 229^ | 219^ | 535^ | 142v | 250^ | 315^ | 309^ | 199v | 90v | LT | 319^ | 132v |
| 5.30 - 6.00 | | | | A | 5.7 | 13 | 443 | 1596 | 704 | 160^ | 704 | 277^ | 401^ | 312^ | 332^ | 281^ | 514^ | 148^ | 255^ | 276^ | 268^ | 214^ | 66v | LT | 312^ | 189^ |
| CBS NFL FOOTBALL PRE GAME | 4 | 184 | 200 | A | 7.0 | 24 | 545 | 1554 | 479 | 146^ | 513 | 218^ | 317 | 299 | 219^ | 174^ | 730 | 305 | 458 | 472 | 360 | 171^ | 165^ | 72^ | 146^ | 146^ |
| SUN. 12.30P 30 CBS SC | | 99 | 99 | B | 7.0 | 25 | 545 | 1580 | 433 | 158 | 475 | 207 | 305 | 277 | 191 | 132 | 779 | 341 | 537 | 501 | 370 | 171 | 221 | 67 | 105 | 99 |
| CBS NFL FOOTBALL GAME 1 | 4 | 201 | 200 | A | 14.7 | 38 | 1144 | 1544 | 405 | 141 | 445 | 170 | 247 | 223 | 192 | 154 | 835 | 303 | 486 | 491 | 420 | 251 | 167 | 62^ | 97^ | 84^ |
| SUN. 1.00P 180 CBS SE | | 99 | 99 | B | 14.5 | 38 | 1128 | 1619 | 374 | 160 | 444 | 180 | 264 | 225 | 176 | 141 | 892 | 328 | 537 | 530 | 451 | 267 | 180 | 49 | 103 | 80 |
| 1.00 - 1.30 | | | | A | 12.6 | 37 | 980 | 1497 | 398 | 118^ | 437 | 178 | 244 | 229 | 186 | 148 | 784 | 274 | 452 | 476 | 393 | 232 | 188 | 59^ | 88^ | 88^ |
| 1.30 - 2.00 | | | | A | 15.8 | 43 | 1229 | 1551 | 396 | 129 | 444 | 175 | 248 | 225 | 191 | 151 | 841 | 310 | 487 | 507 | 419 | 252 | 177 | 53^ | 89^ | 89^ |
| 2.00 - 2.30 | | | | A | 15.8 | 41 | 1229 | 1553 | 384 | 144 | 444 | 172 | 247 | 236 | 190 | 151 | 858 | 287 | 465 | 479 | 438 | 289 | 158 | 52^ | 93^ | 77^ |
| 2.30 - 3.00 | | | | A | 14.5 | 37 | 1128 | 1513 | 426 | 125 | 461 | 184 | 264 | 233 | 186 | 148 | 822 | 273 | 469 | 471 | 432 | 259 | 140 | 60^ | 90^ | 71^ |
| 3.00 - 3.30 | | | | A | 15.1 | 36 | 1175 | 1550 | 414 | 144 | 434 | 152 | 235 | 204 | 192 | 157 | 852 | 322 | 514 | 499 | 419 | 248 | 168 | 72^ | 96^ | 79^ |
| 3.30 - 4.00 | | | | A | 14.3 | 34 | 1113 | 1597 | 411 | 175 | 450 | 164 | 246 | 208 | 195 | 167 | 853 | 345 | 527 | 512 | 417 | 235 | 170 | 74^ | 124 | 110 |
| CBS NFL FOOTBALL GAME 2 | 2 | 178 | | A | 10.3 | 22 | 801 | 1911 | 455 | 164^ | 510 | 220^ | 310 | 283^ | 210^ | 160^ | 1070 | 539 | 785 | 548 | 449 | 224^ | 154^ | 50v | 177^ | 158^ |
| 1 SUN. 4.10P 184 CBS SE | | 73 | | B | 11.1 | 25 | 864 | 1705 | 423 | 165 | 499 | 211 | 300 | 247 | 195 | 170 | 952 | 423 | 672 | 545 | 438 | 231 | 110 | 40 | 144 | 129 |
| 4.00 - 4.30 | | | | A | 9.8 | 22 | 762 | 2109 | 391 | 156^ | 417 | 177^ | 274^ | 266^ | 206^ | 118^ | 1430 | 863 | 1135 | 652 | 479 | 223^ | 119^ | 79v | 143^ | 143^ |
| 4.30 - 5.00 | | | | A | 10.2 | 23 | 794 | 1874 | 360 | 126^ | 394 | 177^ | 253^ | 247^ | 189^ | 109^ | 1183 | 640 | 911 | 624 | 476 | 216^ | 127^ | 60v | 170^ | 155^ |
| 5.00 - 5.30 | | | | A | 10.2 | 23 | 794 | 1996 | 462 | 149^ | 501 | 240^ | 318 | 314 | 225^ | 127^ | 1106 | 557 | 832 | 564 | 481 | 232^ | 166^ | 56v | 223^ | 209^ |
| 5.30 - 6.00 | | | | A | 10.1 | 22 | 786 | 1917 | 430 | 163^ | 512 | 239^ | 318 | 298^ | 205^ | 140^ | 1005 | 495 | 727 | 524 | 458 | 224^ | 182^ | 66v | 218^ | 197^ |
| 6.00 - 6.30 | | | | A | 9.5 | 20 | 739 | 1930 | 473 | 204^ | 543 | 230^ | 340 | 287^ | 218^ | 155^ | 994 | 478 | 712 | 517 | 435 | 201^ | 199^ | 35v | 194^ | 164^ |
| 6.30 - 7.00 | | | | A | 9.7 | 19 | 755 | 1817 | 494 | 175^ | 551 | 251^ | 322 | 260^ | 176^ | 196^ | 985 | 438 | 682 | 527 | 442 | 238^ | 147^ | 20v | 134^ | 134^ |
| CBS NFL FOOTBALL POST(B) | | | 46 | A | 3.5 | 8 | 272 | 1331 | 345^ | 239^ | 345^ | 151v | 345^ | 345^ | 194v | LT | 773^ | 240^ | 417^ | 463^ | 286^ | 310^ | 213v | LT | LT | LT |
| 2 SUN. 4.12P 7 CBS SC | | | 35 | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS SPORTS SPECTACULAR | 4 | 136 | 157 | A | 4.5 | 12 | 350 | 1486 | 482 | 134^ | 566 | 194^ | 300^ | 285^ | 200^ | 235^ | 601 | 161^ | 369 | 349 | 342^ | 223^ | 91^ | 26v | 228^ | 126^ |
| 1 SAT. 3.30P 90 CBS SA | | 81 | 88 | B | 4.4 | 13 | 342 | 1493 | 508 | 208 | 582 | 163 | 280 | 282 | 246 | 257 | 633 | 192 | 394 | 351 | 324 | 223 | 122 | 50 | 156 | 95 |
| 2 SAT. 4.30P 84 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | A | 3.3 | 11 | 257 | 1381 | 456^ | 113v | 483^ | 160v | 235v | 297^ | 187v | 186v | 670^ | 206v | 347^ | 347^ | 238^ | 323^ | 162v | 42v | 66v | 66v |
| 4.00 - 4.30 | | | | A | 4.2 | 13 | 327 | 1407 | 414^ | 74v | 414^ | 96v | 172v | 227^ | 193^ | 187^ | 703^ | 152v | 385^ | 385^ | 371^ | 318^ | 189^ | 48v | 101v | 49v |
| 4.30 - 5.00 | | | | A | 4.4 | 12 | 342 | 1456 | 506 | 140^ | 541 | 126^ | 297^ | 280^ | 246^ | 226^ | 574 | 142^ | 325^ | 321^ | 336^ | 229^ | 110^ | 35v | 231^ | 126^ |
| 5.00 - 5.30 | | | | A | 5.8 | 13 | 451 | 1568 | 492^ | 153^ | 673 | 311^ | 383^ | 320^ | 169^ | 265^ | 562 | 176^ | 416^ | 358^ | 364^ | 146^ | LT | LT | 333^ | 178^ |
| 5.30 - 6.00 | | | | A | 5.2 | 12 | 405 | 1558 | 519^ | 168^ | 711 | 321^ | 392^ | 325^ | 175^ | 290^ | 511^ | 145v | 380^ | 329^ | 350^ | 131v | LT | LT | 336^ | 176^ |
| COLLEGE FOOTBALL '80 | 4 | 139 | 144 | A | 2.2 | 7 | 171 | 1246 | 474^ | 76v | 474^ | 157v | 287^ | 275^ | 182^ | 135v | 597^ | 292^ | 398^ | 363^ | 286^ | 117v | 41v | LT | 134v | 47v |
| SUN. 12.30P 30 ABC SA | | 88 | 88 | B | 2.1 | 7 | 163 | 1425 | 407 | 110 | 410 | 138 | 242 | 235 | 147 | 141 | 618 | 322 | 437 | 379 | 275 | 135 | 131 | LT | 266 | 98 |
| DAFFY DUCK SHOW | 4 | 195 | 197 | A | 4.9 | 21 | 381 | 1979 | 354 | 155^ | 404 | 203^ | 241^ | 149^ | 71v | 125^ | 285^ | 153^ | 230^ | 180^ | 124^ | 16v | 277^ | 68v | 1013 | 666 |
| SAT. 10.30A 30 NBC CA | | 97 | 97 | B | 5.0 | 21 | 389 | 1869 | 329 | 134 | 357 | 200 | 226 | 106 | 73 | 114 | 241 | 142 | 196 | 152 | 95 | 26 | 298 | 118 | 973 | 642 |
| DEAR ALEX & ANNIE-11.55AM | 2 | 183 | 182 | A | 4.6 | 20 | 358 | 1559 | 307^ | 55v | 307^ | 117^ | 212^ | 198^ | 151^ | 70v | 197^ | 106^ | 159^ | 123^ | 77v | 25v | 139^ | 72v | 916 | 618 |
| SAT. 11.55A 4 ABC CN | | 95 | 95 | B | 4.6 | 20 | 358 | 1559 | 307 | 55 | 307 | 117 | 212 | 198 | 151 | 70 | 197 | 106 | 159 | 123 | 77 | 25 | 139 | 72 | 916 | 618 |
| DEAR ALEX & ANNIE-11.26AM | 4 | 111 | 118 | A | 3.3 | 14 | 257 | 1615 | 363^ | 28v | 386^ | 203^ | 308^ | 191^ | 183^ | 63v | 365^ | 174^ | 307^ | 307^ | 157^ | 58v | 120^ | 93v | 744 | 327^ |
| SUN. 11.26A 3 ABC CN | | 79 | 82 | B | 3.4 | 15 | 265 | 1456 | 370 | 54 | 383 | 207 | 297 | 171 | 176 | 79 | 307 | 140 | 269 | 253 | 139 | 38 | 222 | 111 | 544 | 266 |
| DRAK PACK | 4 | 180 | 174 | A | 5.2 | 22 | 405 | 1733 | 378 | 166^ | 529 | 288^ | 295^ | 208^ | 133^ | 160^ | 184^ | 128^ | 151^ | 124^ | 56v | LT | 307 | 132^ | 713 | 360 |
| SAT. 11.30A 30 CBS CA | | 92 | 92 | B | 5.5 | 23 | 428 | 1833 | 387 | 143 | 522 | 308 | 335 | 203 | 123 | 117 | 284 | 165 | 218 | 138 | 106 | 51 | 276 | 116 | 751 | 414 |
| DRAWING POWER | 1 | | 165 | A | 4.0 | 15 | 311 | 1624 | 655^ | 35v | 655^ | 129v | 473^ | 507^ | 526^ | 148v | 348^ | LT | 177v | 268^ | 268^ | 80v | LT | LT | 621^ | 341^ |
| 2 SAT. 12.30P 30 NBC CL | | | 90 | B | 4.0 | 15 | 311 | 1624 | 655 | 35 | 655 | 129 | 473 | 507 | 526 | 148 | 348 | LT | 177 | 268 | 268 | 80 | LT | LT | 621 | 341 |
| FACE THE NATION | 4 | 145 | 166 | A | 3.8 | 16 | 296 | 1338 | 584 | 112^ | 601 | 91v | 108^ | 226^ | 257^ | 354^ | 609 | 200^ | 321^ | 335^ | 317^ | 227^ | LT | LT | 128^ | 44v |
| SUN. 11.30A 30 CBS CC | | 92 | 97 | B | 3.6 | 14 | 280 | 1360 | 515 | 73 | 600 | 162 | 205 | 184 | 179 | 321 | 574 | 148 | 274 | 307 | 310 | 232 | 40 | 21 | 146 | 82 |
| FRED & BARNEY/SHMOO 1 | 4 | 202 | 205 | A | 5.3 | 25 | 412 | 1883 | 226^ | 80^ | 243^ | 117^ | 171^ | 156^ | 71v | 55v | 23v | 23v | 23v | 23v | LT | LT | 215^ | 57v | 1402 | 1046 |
| SAT. 9.00A 30 NBC CA | | 99 | 99 | B | 4.7 | 23 | 366 | 1799 | 265 | 63 | 275 | 109 | 183 | 158 | 101 | 83 | 68 | 18 | 36 | 47 | 50 | 21 | 204 | 71 | 1252 | 881 |
| FRED & BARNEY/SHMOO 2 | 4 | 202 | 205 | A | 5.4 | 23 | 420 | 1664 | 235^ | 76^ | 235^ | 127^ | 163^ | 164^ | 66v | 42v | 37v | 37v | 37v | 37v | LT | LT | 95^ | 45v | 1297 | 943 |
| SAT. 9.30A 30 NBC CA | | 99 | 99 | B | 5.2 | 24 | 405 | 1718 | 296 | 86 | 297 | 153 | 220 | 165 | 104 | 62 | 96 | 48 | 76 | 86 | 48 | LT | 150 | 66 | 1175 | 786 |
| FRED & BARNEY/SHMOO 3 | 4 | 202 | 206 | A | 5.3 | 23 | 412 | 1782 | 333 | 97^ | 354 | 174^ | 214^ | 168^ | 72v | 108^ | 80^ | 26v | 48v | 65v | 54v | 15v | 178^ | 72v | 1170 | 830 |
| SAT. 10.00A 30 NBC CA | | 99 | 99 | B | 5.3 | 23 | 412 | 1805 | 348 | 84 | 361 | 202 | 251 | 142 | 87 | 94 | 155 | 77 | 108 | 118 | 78 | 34 | 210 | 87 | 1079 | 716 |
| GODZILLA/DYNOMUTT HOUR I | 3 | 193 | 190 | A | 2.6 | 23 | 202 | 757 | 49v | 45v | 54v | 54v | 54v | 29v | LT | LT | 70v | 70v | 70v | LT | LT | LT | LT | LT | 633 | 416^ |
| SAT. 8.00A 30 NBC CA | | 97 | 96 | B | 2.5 | 22 | 195 | 1220 | 147 | 52 | 150 | 70 | 131 | 116 | 61 | LT | 114 | 46 | 59 | LT | 68 | 55 | 96 | 51 | 860 | 520 |
| GODZILLA/DYNOMUTT HOUR II | 3 | 193 | 190 | A | 4.2 | 25 | 327 | 1664 | 181^ | 46v | 181^ | 127^ | 153^ | 138^ | 54v | 15v | 187^ | 187^ | 187^ | 40v | LT | LT | 57v | 57v | 1239 | 848 |
| SAT. 8.30A 30 NBC CA | | 97 | 96 | B | 4.0 | 24 | 311 | 1690 | 189 | 32 | 189 | 105 | 142 | 132 | 57 | 38 | 185 | 131 | 141 | 44 | 54 | 38 | 128 | 95 | 1188 | 806 |
| GREATEST SUPERFRIENDS-1 | 52 | 178 | 162 | A | 3.3 | 23 | 257 | 1837 | 242^ | 140^ | 253^ | 170^ | 170^ | 125^ | 83v | 24v | 59v | 24v | 35v | 35v | 35v | 24v | 104v | 23v | 1421 | 889 |
| 1 SAT. 8.00A 28 ABC CA | | 92 | 80 | B | 3.5 | 27 | 272 | | | | | | | | | | | | | | | | | | | |
| 2 SAT. 8.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GREATEST SUPERFRIENDS-2 | 52 | 179 | 162 | A | 4.5 | 24 | 350 | 1820 | 190^ | 77v | 201^ | 155^ | 155^ | 96^ | 46v | 15v | 154^ | 63v | 140^ | 133^ | 82v | LT | 184^ | 62v | 1281 | 746 |
| 1 SAT. 8.28A 32 ABC CA | | 92 | 80 | B | 5.1 | 29 | 397 | | | | | | | | | | | | | | | | | | | |
| 2 SAT. 8.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | A | 4.5 | 24 | 350 | 1849 | 194^ | 82v | 205^ | 157^ | 157^ | 100^ | 48v | 17v | 161^ | 66v | 146^ | 140^ | 85v | LT | 186^ | 60v | 1297 | 752 |
| HEATHCLIFF & DINGBAT | 2 | 191 | 189 | A | 6.6 | 29 | 513 | 1598 | 310 | 62^ | 313 | 142^ | 232^ | 195^ | 138^ | 46v | 181^ | 136^ | 150^ | 90^ | 45v | 21v | 218^ | 117^ | 886 | 583 |
| SAT. 11.00A 30 ABC CA | | 97 | 97 | B | 6.6 | 29 | 513 | 1598 | 310 | 62 | 313 | 142 | 232 | 195 | 138 | 46 | 181 | 136 | 150 | 90 | 45 | 21 | 218 | 117 | 886 | 583 |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS- 8.26AM | 4 | 184 | 183 | A | 3.7 | 26 | 288 | 1372 | 98v | 53v | 126^ | 49v | 126^ | 126^ | 77v | LT | 160^ | 65v | 97v | 50v | 50v | 45v | 211^ | 156^ | 875 | 445 |
| SAT. 8.26A 3 CBS CN | | 98 | 98 | B | 3.6 | 26 | 280 | 1364 | 161 | 41 | 176 | 106 | 144 | 89 | 49 | 21 | 204 | 32 | 121 | 97 | 112 | 75 | 114 | 80 | 870 | 421 |
| IN THE NEWS- 8.56AM | 4 | 183 | 184 | A | 5.1 | 27 | 397 | 1348 | 200^ | 85^ | 218^ | 125^ | 211^ | 156^ | 93^ | LT | 174^ | 68v | 136^ | 107^ | 86^ | 20v | 180^ | 114^ | 776 | 405 |
| SAT. 8.56A 3 CBS CN | | 97 | 97 | B | 5.4 | 29 | 420 | 1387 | 233 | 79 | 241 | 160 | 214 | 124 | 74 | 12 | 142 | 32 | 95 | 81 | 71 | 39 | 113 | 67 | 891 | 492 |
| IN THE NEWS- 9.26AM | 4 | 196 | 202 | A | 7.3 | 33 | 568 | 1542 | 242 | 82^ | 286 | 162^ | 225 | 132^ | 74^ | 50v | 253 | 154^ | 191^ | 125^ | 65^ | 42v | 205^ | 115^ | 798 | 351 |
| SAT. 9.26A 3 CBS CN | | 99 | 99 | B | 7.6 | 36 | 591 | 1562 | 266 | 88 | 289 | 181 | 235 | 127 | 76 | 41 | 237 | 145 | 186 | 106 | 53 | 42 | 191 | 104 | 845 | 435 |
| IN THE NEWS- 9.59AM | 4 | 196 | 202 | A | 8.5 | 36 | 661 | 1575 | 339 | 171^ | 410 | 255 | 331 | 175^ | 122^ | 66^ | 258 | 145^ | 176^ | 143^ | 77^ | 46v | 227 | 131^ | 680 | 329 |
| SAT. 9.59A 3 CBS CN | | 99 | 99 | B | 8.6 | 37 | 669 | 1690 | 342 | 161 | 393 | 256 | 311 | 166 | 115 | 55 | 362 | 215 | 282 | 176 | 110 | 56 | 204 | 104 | 731 | 376 |
| IN THE NEWS-11.56AM | 4 | 180 | 174 | A | 5.2 | 22 | 405 | 1669 | 363 | 153^ | 479 | 272^ | 272^ | 214^ | 98^ | 127^ | 188^ | 118^ | 150^ | 133^ | 70v | LT | 338 | 146^ | 664 | 357 |
| SAT. 11.56A 3 CBS CN | | 92 | 92 | B | 5.4 | 22 | 420 | 1801 | 361 | 113 | 497 | 297 | 326 | 207 | 108 | 101 | 271 | 156 | 223 | 153 | 103 | 30 | 282 | 118 | 751 | 437 |
| IN THE NEWS-12.26PM | 4 | 181 | 188 | A | 5.8 | 22 | 451 | 1262 | 313 | 169^ | 371 | 263^ | 273 | 209^ | 92^ | 44v | 154^ | 78^ | 108^ | 103^ | 76^ | 34v | 252^ | 148^ | 485 | 283 |
| SAT. 12.26P 3 CBS CN | | 97 | 98 | B | 5.9 | 23 | 459 | 1461 | 334 | 131 | 416 | 244 | 285 | 186 | 115 | 86 | 263 | 84 | 168 | 144 | 139 | 90 | 219 | 125 | 563 | 356 |
| IN THE NEWS-12.56PM | 4 | 169 | 166 | A | 6.9 | 25 | 537 | 1428 | 253 | 96^ | 284 | 186^ | 197^ | 182^ | 98^ | 41v | 260 | 87^ | 134^ | 101^ | 127^ | 126^ | 282 | 142^ | 602 | 365 |
| SAT. 12.56P 3 CBS CN | | 93 | 93 | B | 6.9 | 26 | 537 | 1530 | 253 | 135 | 315 | 164 | 208 | 165 | 125 | 61 | 296 | 112 | 189 | 141 | 150 | 103 | 245 | 123 | 674 | 414 |
| IN THE NEWS- 1.26PM | 4 | 169 | 165 | A | 6.8 | 23 | 529 | 1597 | 439 | 106^ | 503 | 267 | 325 | 242 | 168^ | 154^ | 321 | 85^ | 176^ | 158^ | 153^ | 134^ | 253 | 147^ | 520 | 293 |
| SAT. 1.26P 3 CBS CN | | 93 | 93 | B | 6.6 | 24 | 513 | 1562 | 403 | 123 | 468 | 195 | 287 | 233 | 186 | 159 | 306 | 96 | 180 | 160 | 168 | 110 | 246 | 135 | 542 | 329 |
| IN THE NEWS- 8.26AM-SUN. | 4 | 43 | 43 | A | .8 | 10 | 62 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| IN THE NEWS- 8.56AM-SUN. | 4 | 42 | 39 | A | 1.0 | 8 | 78 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| SUN. 8.56A 3 CBS CN | | 36 | 34 | B | 1.0 | 8 | 78 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| IN THE NEWS-10.56AM | 4 | 187 | 187 | A | 5.9 | 24 | 459 | 1523 | 399 | 135^ | 449 | 221^ | 324 | 169^ | 180^ | 114^ | 226^ | 123^ | 178^ | 140^ | 103^ | 23v | 220^ | 104^ | 628 | 277 |
| SAT. 10.56A 3 CBS CN | | 98 | 97 | B | 6.2 | 26 | 482 | 1601 | 363 | 127 | 426 | 245 | 313 | 157 | 152 | 89 | 276 | 142 | 198 | 149 | 114 | 54 | 217 | 69 | 682 | 313 |
| IN THE NEWS-11.26AM | 4 | 187 | 183 | A | 5.8 | 24 | 451 | 1534 | 417 | 233^ | 477 | 282 | 330 | 164^ | 155^ | 123^ | 164^ | 113^ | 150^ | 129^ | 51v | LT | 277 | 137^ | 616 | 331 |
| SAT. 11.26A 3 CBS CN | | 98 | 97 | B | 6.1 | 26 | 475 | 1835 | 400 | 171 | 495 | 310 | 352 | 176 | 128 | 97 | 323 | 189 | 263 | 156 | 107 | 49 | 296 | 109 | 721 | 392 |
| ISSUES AND ANSWERS | 2 | 165 | 182 | A | 3.0 | 11 | 233 | 1567 | 742 | 180^ | 742 | 184^ | 391^ | 395^ | 357^ | 309^ | 352^ | 56v | 120v | 172^ | 257^ | 180^ | 254^ | LT | 219^ | 130v |
| SUN. 12.00N 30 ABC CC | | 93 | 98 | B | 3.0 | 11 | 233 | 1567 | 742 | 180 | 742 | 184 | 391 | 395 | 357 | 309 | 352 | 56 | 120 | 172 | 257 | 180 | 254 | LT | 219 | 130 |
| JASON OF STAR COMMAND | 4 | 42 | 39 | A | .9 | 8 | 70 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| SUN. 8.30A 30 CBS CL | | 36 | 34 | B | .8 | 7 | 62 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| JETSONS | 2 | 140 | | A | 4.4 | 17 | 342 | 1737 | 286^ | 149v | 347^ | 134v | 134v | 191^ | 149v | 64v | 289^ | 52v | 158v | 219^ | 219^ | 47v | 308^ | 65v | 793 | 500^ |
| 1 SAT. 12.30P 30 NBC CA | | 77 | | B | 4.0 | 15 | 311 | 1709 | 325 | 161 | 406 | 222 | 222 | 200 | 97 | 87 | 278 | 51 | 133 | 145 | 178 | 99 | 239 | 71 | 786 | 451 |
| JOCKEY GOLD CUP(S) | | 157 | | A | 4.8 | 13 | 373 | 1579 | 705 | 188^ | 726 | 215^ | 248^ | 290^ | 230^ | 363^ | 564^ | 84v | 146v | 316^ | 311^ | 248^ | 182^ | 18v | 107v | 41v |
| 1 SAT. 5.00P 54 CBS SE | | 93 | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.00 - 5.30 | | | | A | 5.0 | 14 | 389 | 1535 | 663 | 191^ | 686 | 222^ | 253^ | 278^ | 201^ | 332^ | 545^ | 80v | 141v | 321^ | 327^ | 224^ | 180^ | 24v | 124v | 41v |
| 5.30 - 6.00 | | | | A | 4.7 | 13 | 366 | 1585 | 733 | 174^ | 754 | 195^ | 228^ | 298^ | 261^ | 393^ | 574^ | 84v | 145v | 300^ | 284^ | 274^ | 175^ | LT | 82v | 39v |
| JONNY QUEST | 3 | 152 | 173 | A | 4.8 | 19 | 373 | 1879 | 340 | 159^ | 378 | 151^ | 230^ | 319^ | 206^ | 21v | 383 | 124^ | 274^ | 250^ | 244^ | 58v | 192^ | 79v | 926 | 526 |
| SAT. 12.00N 30 NBC CA | | 77 | 90 | B | 4.6 | 18 | 358 | 1801 | 369 | 129 | 413 | 195 | 258 | 281 | 171 | 47 | 355 | 115 | 256 | 209 | 213 | 65 | 160 | 56 | 873 | 482 |
| KIDS ARE PEOPLE TOO I | 4 | 111 | 118 | A | 2.8 | 13 | 218 | 1789 | 354^ | 23v | 373^ | 226^ | 271^ | 170^ | 114v | 83v | 422^ | 155^ | 352^ | 314^ | 238^ | 55v | 100v | 77v | 894 | 474^ |
| 1 SUN. 10.30A 34 ABC CL | | 79 | 82 | B | 3.0 | 14 | 233 | 1441 | 340 | 30 | 352 | 195 | 227 | 115 | 119 | 117 | 301 | 108 | 229 | 202 | 150 | 66 | 195 | 78 | 593 | 337 |
| 2 SUN. 10.30A 31 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.30 - 11.00 | | | | A | 2.9 | 13 | 226 | 1739 | 341^ | 22v | 363^ | 212^ | 257^ | 164^ | 116v | 88v | 415^ | 155^ | 349^ | 305^ | 234^ | 53v | 102v | 79v | 859 | 460^ |

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A CURRENT REPORT B SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| KIDS ARE PEOPLE TOO II | 4 | 111 | 118 | A | 3.1 | 14 | 241 | 1602 | 343^ | 29v | 368^ | 194^ | 290^ | 178^ | 174^ | 62v | 366^ | 167^ | 287^ | 300^ | 158^ | 66v | 108v | 79v | 760 | 346^ |
| 1 SUN. 11.04A 26 ABC CL | | 79 | 82 | B | 3.4 | 15 | 265 | 1471 | 387 | 53 | 400 | 186 | 262 | 144 | 186 | 131 | 315 | 137 | 259 | 246 | 152 | 51 | 221 | 90 | 535 | 278 |
| 2 SUN. 11.01A 29 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MEET THE PRESS | 4 | 166 | 141 | A | 3.0 | 12 | 233 | 1528 | 532 | 103v | 631 | 85v | 214^ | 147^ | 259^ | 399^ | 777 | 317^ | 421^ | 374^ | 296^ | 283^ | 43v | LT | 77v | 68v |
| SUN. 12.00N 30 NBC CC | | 94 | 90 | B | 3.3 | 14 | 257 | 1407 | 571 | 88 | 635 | 103 | 192 | 141 | 221 | 412 | 626 | 232 | 317 | 248 | 227 | 277 | 31 | LT | 115 | 111 |
| MIGHTY MOUSE-HECKL-JECKL | 4 | 184 | 183 | A | 3.1 | 24 | 241 | 1328 | 80v | 55v | 113v | 46v | 113v | 113v | 67v | LT | 153^ | 53v | 108v | 63v | 63v | 37v | 194^ | 128^ | 868 | 494^ |
| SAT. 8.00A 30 CBS CA | | 98 | 98 | B | 3.1 | 25 | 241 | 1392 | 176 | 48 | 192 | 111 | 144 | 97 | 47 | 34 | 216 | 35 | 134 | 111 | 120 | 78 | 109 | 65 | 875 | 463 |
| NAT'L LEAGUE CHAMP PRE 4(S) | | | 202 | A | 16.6 | 46 | 1291 | 1356 | 294 | 115^ | 382 | 64^ | 107^ | 103^ | 150^ | 236 | 880 | 328 | 480 | 390 | 315 | 356 | 40v | 6v | 54^ | 54^ |
| 2 SAT. 4.11P 12 ABC SC | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| NAT'L LEAGUE CHAMP GM 4(S) | | | 204 | A | 23.4 | 50 | 1821 | 1685 | 438 | 179 | 541 | 165 | 264 | 224 | 219 | 245 | 854 | 308 | 500 | 437 | 354 | 303 | 105^ | 53^ | 185 | 116^ |
| 2 SAT. 4.23P 244 ABC SE | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | A | 19.3 | 49 | 1502 | 1453 | 317 | 143^ | 427 | 100^ | 157^ | 123^ | 169 | 240 | 917 | 378 | 548 | 461 | 328 | 323 | 46^ | 15v | 63^ | 47^ |
| 5.00 - 5.30 | | | | A | 20.8 | 49 | 1618 | 1606 | 420 | 191 | 540 | 143^ | 236 | 205 | 217 | 275 | 840 | 301 | 476 | 414 | 343 | 316 | 96^ | 42^ | 130^ | 85^ |
| 5.30 - 6.00 | | | | A | 23.5 | 53 | 1828 | 1575 | 395 | 183 | 529 | 146 | 236 | 206 | 194 | 268 | 817 | 287 | 454 | 410 | 327 | 311 | 92^ | 45^ | 137 | 94^ |
| 6.00 - 6.30 | | | | A | 24.4 | 53 | 1898 | 1701 | 426 | 185 | 531 | 146 | 269 | 254 | 233 | 233 | 862 | 308 | 502 | 462 | 365 | 301 | 99^ | 38^ | 209 | 129 |
| 6.30 - 7.00 | | | | A | 24.5 | 50 | 1906 | 1738 | 438 | 185 | 537 | 146 | 278 | 262 | 236 | 226 | 883 | 313 | 523 | 473 | 381 | 306 | 103^ | 56^ | 215 | 135 |
| 7.00 - 7.30 | | | | A | 24.6 | 47 | 1914 | 1734 | 454 | 164 | 546 | 171 | 268 | 218 | 221 | 245 | 867 | 293 | 520 | 429 | 388 | 305 | 98^ | 58^ | 223 | 130 |
| 7.30 - 8.00 | | | | A | 26.1 | 48 | 2031 | 1756 | 489 | 166 | 571 | 220 | 308 | 233 | 226 | 227 | 841 | 310 | 507 | 439 | 350 | 286 | 134 | 74^ | 210 | 115^ |
| 8.00 - 8.30 | | | | A | 26.0 | 48 | 2023 | 1891 | 558 | 219 | 647 | 235 | 363 | 280 | 264 | 248 | 798 | 274 | 463 | 411 | 344 | 278 | 169 | 91^ | 277 | 187 |
| NBC MAJOR LEAGUE PRE GAME | 3 | 200 | | A | 4.0 | 15 | 311 | 1727 | 348^ | 87v | 406^ | 40v | 127v | 128v | 206^ | 248^ | 769 | 330^ | 524^ | 335^ | 252^ | 238^ | 221^ | 76v | 331^ | 229^ |
| 1 SAT. 2.00P 19 NBC SC | | 95 | | B | 4.4 | 16 | 342 | 1578 | 401 | 110 | 464 | 134 | 224 | 122 | 169 | 224 | 711 | 293 | 423 | 301 | 270 | 262 | 168 | 45 | 235 | 118 |
| NBC MAJOR LEAGUE BASEBALL | 3 | 207 | | A | 6.8 | 20 | 529 | 1512 | 335^ | 114v | 389^ | 71v | 177^ | 189^ | 210^ | 179^ | 897 | 333^ | 523 | 429^ | 340^ | 327^ | 95v | 32v | 131^ | 90v |
| 1 SAT. 2.19P 281 NBC SE | | 99 | | B | 6.3 | 20 | 490 | 1462 | 409 | 111 | 473 | 116 | 228 | 182 | 212 | 221 | 792 | 281 | 430 | 375 | 314 | 315 | 89 | 20 | 108 | 83 |
| 2.30 - 3.00 | | | | A | 4.4 | 15 | 342 | 1608 | 318^ | 85v | 347^ | 25v | 122v | 160v | 196^ | 187^ | 925 | 392^ | 621^ | 407^ | 272^ | 283^ | 184^ | 91v | 152v | 114v |
| 3.00 - 3.30 | | | | A | 5.4 | 19 | 420 | 1521 | 265^ | 19v | 291^ | 26v | 86v | 105v | 119v | 186^ | 1024 | 419^ | 629 | 429^ | 283^ | 374^ | 97v | 35v | 109v | 86v |
| 3.30 - 4.00 | | | | A | 4.8 | 16 | 373 | 1386 | 281^ | 16v | 316^ | 40v | 67v | 75v | 92v | 224^ | 880 | 314^ | 453^ | 319^ | 230^ | 401^ | 102v | 24v | 88v | 67v |
| 4.00 - 4.30 | | | | A | 5.2 | 16 | 405 | 1360 | 272^ | 60v | 309^ | 61v | 155^ | 144v | 158^ | 134v | 861 | 331^ | 516^ | 397^ | 288^ | 321^ | 98v | 25v | 92v | 65v |
| 4.30 - 5.00 | | | | A | 5.7 | 17 | 443 | 1300 | 243^ | 75v | 281^ | 64v | 154^ | 156^ | 144^ | 100v | 861 | 321^ | 506^ | 395^ | 286^ | 328^ | 61v | 17v | 97v | 79v |
| 5.00 - 5.30 | | | | A | 7.4 | 21 | 576 | 1389 | 263^ | 118^ | 339^ | 57v | 166^ | 160^ | 212^ | 149^ | 931 | 325^ | 520 | 463 | 411 | 332^ | 39v | 16v | 80v | 59v |
| 5.30 - 6.00 | | | | A | 9.0 | 24 | 700 | 1486 | 331^ | 163^ | 385 | 59v | 203^ | 204^ | 248^ | 159^ | 939 | 346 | 556 | 502 | 424 | 316^ | 76v | 38v | 86v | 54v |
| 6.00 - 6.30 | | | | A | 9.7 | 24 | 755 | 1641 | 430 | 157^ | 484 | 110^ | 242^ | 255^ | 259^ | 205^ | 901 | 314 | 504 | 452 | 374 | 341 | 94^ | 37v | 162^ | 95^ |
| 6.30 - 7.00 | | | | A | 10.5 | 25 | 817 | 1683 | 449 | 178^ | 529 | 128^ | 249^ | 278^ | 283^ | 226^ | 827 | 302 | 478 | 426 | 361 | 290^ | 109^ | 24v | 218^ | 151^ |
| NCAA FOOTBALL PRE GAME | 4 | 209 | 215 | A | 6.1 | 23 | 475 | 1617 | 303 | 82^ | 364 | 152^ | 233^ | 194^ | 147^ | 114^ | 816 | 459 | 617 | 478 | 252^ | 178^ | 101^ | 59v | 336 | 232^ |
| 1 SAT. 1.30P 15 ABC SC | | 99 | 99 | B | 6.5 | 25 | 506 | 1504 | 320 | 83 | 349 | 140 | 214 | 178 | 143 | 117 | 738 | 335 | 469 | 382 | 265 | 224 | 145 | 56 | 272 | 157 |
| 2 SAT. 12.30P 15 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NCAA FOOTBALL GAME | 4 | 209 | 215 | A | 10.3 | 34 | 801 | 1421 | 326 | 98^ | 390 | 125^ | 179 | 141^ | 147^ | 179 | 847 | 351 | 509 | 471 | 331 | 287 | 54^ | 10v | 130^ | 110^ |
| 1 SAT. 1.45P 188 ABC SE | | 99 | 99 | B | 9.4 | 32 | 731 | 1449 | 318 | 90 | 357 | 121 | 174 | 149 | 132 | 155 | 849 | 355 | 507 | 468 | 338 | 287 | 113 | 32 | 130 | 92 |
| 2 SAT. 12.45P 206 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 8.9 | 32 | 692 | 1581 | 319^ | 110^ | 387 | 97^ | 146^ | 98^ | 166^ | 192^ | 879 | 378 | 512 | 451 | 335^ | 297^ | 28v | 13v | 287^ | 222^ |
| 1.30 - 2.00 | | | | A | 10.9 | 38 | 848 | 1554 | 319 | 86^ | 416 | 116^ | 168^ | 109^ | 157^ | 209^ | 925 | 400 | 537 | 476 | 362 | 312 | 58v | 13v | 155^ | 155^ |
| 2.00 - 2.30 | | | | A | 9.8 | 35 | 762 | 1392 | 311 | 96^ | 404 | 141^ | 197 | 135^ | 139^ | 184 | 808 | 328 | 488 | 455 | 325 | 270 | 61^ | 7v | 119^ | 104^ |
| 2.30 - 3.00 | | | | A | 10.3 | 36 | 801 | 1345 | 279 | 80^ | 356 | 90^ | 142^ | 133^ | 137^ | 187 | 789 | 273 | 452 | 437 | 358 | 293 | 63^ | LT | 137^ | 107^ |
| 3.00 - 3.30 | | | | A | 9.9 | 33 | 770 | 1414 | 362 | 113^ | 402 | 140^ | 183 | 130^ | 130^ | 191 | 863 | 349 | 496 | 485 | 347 | 300 | 41^ | 6v | 108^ | 96^ |
| 3.30 - 4.00 | | | | A | 12.2 | 39 | 949 | 1456 | 385 | 114^ | 423 | 156 | 198 | 156 | 144 | 187 | 903 | 393 | 545 | 493 | 323 | 310 | 42^ | 6v | 88^ | 75^ |
| 4.00 - 4.30 | | | | A | 9.5 | 29 | 739 | 1353 | 316^ | 90^ | 372 | 166^ | 242^ | 184^ | 153^ | 108^ | 826 | 357 | 533 | 521 | 323 | 251^ | 74v | 14v | 81v | 54v |
| 4.30 - 5.00 | | | | A | 9.6 | 28 | 747 | 1411 | 331 | 103^ | 376 | 149^ | 255^ | 217^ | 192^ | 96^ | 865 | 402 | 585 | 581 | 319 | 241^ | 94^ | 15v | 76v | 76v |



KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NCAA FOOTBALL POST GAME | 3 | 209 | | A | 8.6 | 25 | 669 | 1516 | 406 | 171^ | 430 | 127^ | 285^ | 288^ | 270^ | 100^ | 805 | 385 | 567 | 567 | 303^ | 194^ | 168^ | 22v | 113^ | 77v |
| 1 SAT. 4.53P 12 ABC SC | | 99 | | B | 8.7 | 27 | 677 | 1528 | 366 | 134 | 405 | 136 | 243 | 210 | 209 | 125 | 841 | 391 | 556 | 507 | 329 | 239 | 208 | 34 | 74 | 45 |
| NEW FAT ALBERT SHOW | 4 | 181 | 188 | A | 5.6 | 22 | 436 | 1463 | 321 | 176^ | 392 | 271^ | 285 | 225^ | 105^ | 50v | 134^ | 89^ | 118^ | 106^ | 45v | LT | 390 | 144^ | 547 | 310 |
| SAT. 12.00N 30 CBS CA | | 97 | 98 | B | 5.8 | 23 | 451 | 1563 | 334 | 137 | 430 | 250 | 286 | 183 | 118 | 97 | 232 | 99 | 164 | 133 | 101 | 60 | 308 | 133 | 593 | 357 |
| NEW SCOOBY & SCRAPPY DOO | 2 | 189 | 191 | A | 6.5 | 30 | 506 | 1551 | 212^ | 68^ | 228^ | 168^ | 168^ | 83^ | 32v | 42v | 216^ | 137^ | 193^ | 144^ | 65^ | 14v | 177^ | 98^ | 930 | 531 |
| SAT. 9.00A 30 ABC CA | | 98 | 98 | B | 6.5 | 30 | 506 | 1551 | 212 | 68 | 228 | 168 | 168 | 83 | 32 | 42 | 216 | 137 | 193 | 144 | 65 | 14 | 177 | 98 | 930 | 531 |
| NFL '80-NBC | 4 | 163 | 163 | A | 5.5 | 20 | 428 | 1619 | 490 | 165^ | 586 | 238^ | 342 | 190^ | 225^ | 221^ | 873 | 413 | 521 | 404 | 295 | 301 | 143^ | 18v | 17v | 17v |
| SUN. 12.30P 30 NBC SC | | 88 | 87 | B | 5.3 | 19 | 412 | 1623 | 463 | 114 | 551 | 179 | 310 | 221 | 242 | 221 | 810 | 352 | 523 | 461 | 341 | 221 | 157 | 31 | 105 | 99 |
| NFL FOOTBALL GAME 1-NBC | 4 | 219 | 206 | A | 13.6 | 36 | 1058 | 1639 | 401 | 157 | 464 | 191 | 286 | 200 | 190 | 157 | 918 | 368 | 595 | 536 | 440 | 252 | 131 | 23v | 126 | 96^ |
| 1 SUN. 1.00P 181 NBC SE | | 99 | 86 | B | 13.8 | 37 | 1074 | 1625 | 396 | 154 | 452 | 179 | 273 | 229 | 192 | 143 | 889 | 349 | 572 | 521 | 428 | 246 | 145 | 41 | 139 | 95 |
| 2 SUN. 1.00P 190 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 11.6 | 36 | 902 | 1626 | 385 | 160 | 450 | 185 | 262 | 174 | 194 | 170 | 912 | 385 | 595 | 548 | 423 | 244 | 152 | 33v | 112^ | 79^ |
| 1.30 - 2.00 | | | | A | 13.4 | 38 | 1043 | 1635 | 378 | 164 | 438 | 195 | 268 | 165 | 170 | 150 | 932 | 374 | 614 | 547 | 440 | 246 | 153 | 25v | 112^ | 80^ |
| 2.00 - 2.30 | | | | A | 13.5 | 36 | 1050 | 1630 | 416 | 159 | 477 | 203 | 288 | 194 | 183 | 166 | 898 | 366 | 580 | 514 | 429 | 251 | 114^ | 9v | 141 | 115 |
| 2.30 - 3.00 | | | | A | 13.4 | 34 | 1043 | 1676 | 433 | 157 | 491 | 181 | 287 | 204 | 203 | 179 | 927 | 382 | 608 | 521 | 438 | 260 | 133 | 27v | 125 | 103^ |
| 3.00 - 3.30 | | | | A | 14.5 | 35 | 1128 | 1631 | 401 | 170 | 475 | 176 | 291 | 230 | 212 | 158 | 930 | 354 | 594 | 546 | 455 | 261 | 114 | 28^ | 112 | 92^ |
| 3.30 - 4.00 | | | | A | 15.4 | 36 | 1198 | 1598 | 400 | 143 | 449 | 184 | 288 | 219 | 193 | 139 | 893 | 344 | 571 | 532 | 442 | 247 | 125 | 26^ | 131 | 100^ |
| NFL FOOTBALL GAME 2-NBC | 3 | | 213 | A | 15.0 | 33 | 1167 | 1766 | 398 | 166^ | 470 | 166^ | 311 | 263 | 224 | 138^ | 931 | 345 | 615 | 606 | 476 | 240 | 129^ | 18v | 236 | 160^ |
| 2 SUN. 4.14P 156 NBC SE | | | 96 | B | 14.7 | 34 | 1144 | | | | | | | | | | | | | | | | | | | |
| & 6.59P 15 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | A | 13.5 | 32 | 1050 | 1763 | 369 | 146^ | 462 | 191^ | 295 | 229 | 188^ | 155^ | 968 | 377 | 644 | 626 | 489 | 259 | 129^ | 9v | 204^ | 135^ |
| 5.00 - 5.30 | | | | A | 14.2 | 34 | 1105 | 1635 | 311 | 149^ | 380 | 157^ | 278 | 234 | 165^ | 85^ | 953 | 370 | 659 | 631 | 497 | 235 | 124^ | 15v | 178^ | 116^ |
| 5.30 - 6.00 | | | | A | 15.1 | 36 | 1175 | 1580 | 325 | 170^ | 386 | 128^ | 273 | 246 | 198^ | 94^ | 899 | 309 | 614 | 576 | 465 | 236 | 122^ | 21v | 173^ | 121^ |
| 6.00 - 6.30 | | | | A | 16.8 | 36 | 1307 | 1824 | 427 | 164^ | 484 | 139^ | 310 | 274 | 248 | 148^ | 947 | 312 | 615 | 644 | 517 | 235 | 118^ | 13v | 275 | 196 |
| 6.30 - 7.00 | | | | A | 16.8 | 34 | 1307 | 1913 | 486 | 197 | 563 | 159^ | 349 | 312 | 299 | 172^ | 955 | 352 | 605 | 640 | 490 | 232 | 122^ | LT | 273 | 195 |
| NFL FOOTBALL POST-NBC | 2 | 154 | | A | 8.2 | 19 | 638 | 1594 | 384 | 99^ | 455 | 227^ | 308^ | 219^ | 140^ | 137^ | 824 | 340^ | 544 | 448 | 360^ | 236^ | 159^ | 24v | 156^ | 124^ |
| 1 SUN. 4.01P 15 NBC SC | | 84 | | B | 7.8 | 18 | 607 | 1609 | 396 | 124 | 468 | 188 | 270 | 265 | 201 | 121 | 880 | 344 | 587 | 498 | 431 | 245 | 112 | 20 | 149 | 98 |
| NFL FOOTBALL POST 2-NBC | 2 | | 98 | A | 8.5 | 17 | 661 | 1884 | 632 | 184^ | 632 | 149^ | 317^ | 305^ | 343^ | 251^ | 972 | 367 | 610 | 636 | 537 | 247^ | 26v | LT | 254^ | 178^ |
| 2 SUN. 6.53P 6 NBC SC | | | 55 | B | 9.6 | 19 | 747 | 1772 | 442 | 139 | 473 | 147 | 244 | 225 | 230 | 191 | 984 | 362 | 658 | 624 | 526 | 255 | 73 | LT | 242 | 163 |
| PLASTICMAN/BABY PLAS SHOW | 2 | 182 | 182 | A | 5.5 | 25 | 428 | 1493 | 266^ | 61v | 271^ | 97^ | 179^ | 170^ | 148^ | 63v | 131^ | 58v | 106^ | 107^ | 73^ | 15v | 133^ | 42v | 958 | 640 |
| SAT. 11.30A 30 ABC CA | | 94 | 95 | B | 5.5 | 25 | 428 | 1493 | 266 | 61 | 271 | 97 | 179 | 170 | 148 | 63 | 131 | 58 | 106 | 107 | 73 | 15 | 133 | 42 | 958 | 640 |
| REAGAN FOR PRESIDENT-SAT(S) | | 159 | | A | 5.7 | 15 | 443 | 1582 | 697 | 142^ | 720 | 164^ | 196^ | 303^ | 276^ | 374^ | 646 | 92v | 163^ | 328^ | 307^ | 318^ | 125v | LT | 91v | 30v |
| 1 SAT. 5.54P 5 CBS P | | 94 | | | | | | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK-8.56AM | 52 | 178 | 183 | A | 5.1 | 26 | 397 | 1849 | 156^ | 50v | 166^ | 133^ | 133^ | 87^ | 33v | 13v | 231^ | 112^ | 223^ | 187^ | 119^ | LT | 212^ | 108^ | 1240 | 684 |
| SAT. 8.56A 3 ABC CN | | 92 | 93 | B | 4.9 | 26 | 381 | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK-9.26AM | 2 | 189 | 173 | A | 6.1 | 27 | 475 | 1493 | 227^ | 112^ | 246^ | 166^ | 166^ | 68^ | 45v | 62v | 154^ | 107^ | 143^ | 112^ | 47v | LT | 198^ | 105^ | 895 | 525 |
| SAT. 9.26A 3 ABC CN | | 98 | 85 | B | 6.1 | 27 | 475 | 1493 | 227 | 112 | 246 | 166 | 166 | 68 | 45 | 62 | 154 | 107 | 143 | 112 | 47 | LT | 198 | 105 | 895 | 525 |
| SCHOOLHOUSE ROCK-10.26AM | 39 | 188 | 181 | A | 6.4 | 29 | 498 | 1424 | 258 | 140^ | 272 | 166^ | 226^ | 133^ | 106^ | 37v | 144^ | 110^ | 129^ | 97^ | 34v | LT | 143^ | 65^ | 865 | 575 |
| SAT. 10.26A 3 ABC CN | | 98 | 97 | B | 5.1 | 22 | 397 | | | | | | | | | | | | | | | | | | | |
| SCHOOLHOUSE ROCK-11.55AM | 2 | 113 | 129 | A | 2.7 | 11 | 210 | 1243 | 309^ | 43v | 404^ | 104v | 190^ | 223^ | 182^ | 157^ | 296^ | 67v | 166^ | 181^ | 114v | 115v | 110v | 110v | 433^ | 295^ |
| SUN. 11.55A 4 ABC CN | | 79 | 86 | B | 2.7 | 11 | 210 | 1243 | 309 | 43 | 404 | 104 | 190 | 223 | 182 | 157 | 296 | 67 | 166 | 181 | 114 | 115 | 110 | 110 | 433 | 295 |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SCOOBY & SCRAPPY DOO-1(S) | | 187 | | A | 6.1 | 27 | 475 | 1512 | 95v | 21v | 130^ | 130^ | 130^ | 39v | LT | LT | 107v | 68v | 107v | 76v | 39v | LT | 276^ | 162^ | 999 | 565 |
| 1 SAT. 9.30A 27 ABC CA | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| SCOOBY & SCRAPPY DOO-2(S) | | 188 | | A | 5.9 | 29 | 459 | 1516 | 185^ | 106v | 211^ | 120v | 211^ | 153^ | 91v | LT | 96v | 56v | 96v | 70v | 40v | LT | 235^ | 120v | 974 | 620 |
| 1 SAT. 9.57A 33 ABC CA | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 6.0 | 29 | 467 | 1514 | 188^ | 111v | 209^ | 111v | 209^ | 156^ | 98v | LT | 103v | 60v | 103v | 75v | 43v | LT | 234^ | 120v | 968 | 614 |
| SCOOBY & SCRAPPY DOO-1(S) | | | 169 | A | 6.5 | 30 | 506 | 1437 | 231^ | 133^ | 266^ | 177^ | 177^ | 99v | 52v | 64v | 230^ | 121^ | 204^ | 193^ | 109v | LT | 58v | LT | 883 | 577 |
| 2 SAT. 9.30A 28 ABC CA | | | 84 | | | | | | | | | | | | | | | | | | | | | | | |
| SCOOBY & SCRAPPY DOO-2(S) | | | 177 | A | 7.2 | 32 | 560 | 1389 | 304^ | 227^ | 305^ | 207^ | 223^ | 95v | 98v | 64v | 192^ | 148^ | 152^ | 117^ | 44v | LT | 27v | LT | 865 | 595 |
| 2 SAT. 9.58A 32 ABC CA | | | 95 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 7.3 | 32 | 568 | 1382 | 306^ | 231^ | 306^ | 206^ | 223^ | 92v | 100v | 64v | 192^ | 148^ | 148^ | 115^ | 44v | LT | 25v | LT | 859 | 595 |
| SUNDAY MORNING | 4 | 114 | 117 | A | 3.9 | 22 | 303 | 1439 | 537 | 155^ | 567 | 113^ | 164^ | 248^ | 296^ | 319^ | 699 | 168^ | 336^ | 362^ | 350^ | 314^ | 77v | LT | 96v | 66v |
| SUN. 9.00A 90 CBS N | | 79 | 80 | B | 3.6 | 20 | 280 | 1486 | 567 | 188 | 635 | 174 | 279 | 300 | 318 | 292 | 706 | 212 | 365 | 363 | 340 | 285 | 56 | LT | 89 | 71 |
| 9.00 - 9.30 | | | | A | 3.3 | 21 | 257 | 1455 | 549 | 168^ | 596 | 85v | 147^ | 257^ | 323^ | 339^ | 611 | 109v | 276^ | 323^ | 334^ | 288^ | 96v | LT | 152^ | 113v |
| 9.30 - 10.00 | | | | A | 4.2 | 23 | 327 | 1382 | 549 | 144^ | 589 | 122^ | 195^ | 276^ | 303^ | 313^ | 630 | 116^ | 280^ | 317^ | 320^ | 313^ | 78v | LT | 85v | 59v |
| 10.00 - 10.30 | | | | A | 4.3 | 22 | 335 | 1436 | 498 | 146^ | 516 | 122^ | 149^ | 205^ | 266^ | 311^ | 806 | 250^ | 421 | 424 | 385 | 323^ | 57v | LT | 57v | 35v |
| TARZAN/LONE RANGER-1 | 4 | 169 | 166 | A | 6.9 | 26 | 537 | 1549 | 341 | 99^ | 376 | 212^ | 223^ | 201^ | 164^ | 101^ | 226 | 79^ | 120^ | 94^ | 126^ | 102^ | 298 | 145^ | 649 | 399 |
| SAT. 12.30P 30 CBS CA | | 93 | 93 | B | 6.9 | 27 | 537 | 1566 | 281 | 101 | 343 | 182 | 221 | 158 | 128 | 83 | 269 | 94 | 180 | 144 | 150 | 87 | 251 | 116 | 703 | 435 |
| TARZAN/LONE RANGER-2 | 4 | 169 | 165 | A | 7.3 | 26 | 568 | 1614 | 451 | 119^ | 523 | 279 | 332 | 239 | 179^ | 168^ | 294 | 89^ | 160^ | 131^ | 124^ | 126^ | 268 | 146^ | 529 | 303 |
| SAT. 1.00P 30 CBS CA | | 93 | 93 | B | 7.2 | 26 | 560 | 1611 | 407 | 125 | 482 | 207 | 300 | 238 | 188 | 161 | 295 | 100 | 174 | 151 | 146 | 107 | 255 | 137 | 579 | 364 |
| 30 MINUTES | 4 | 159 | 165 | A | 4.1 | 14 | 319 | 1552 | 475 | 184^ | 579 | 301^ | 366^ | 231^ | 176^ | 194^ | 295^ | 70v | 141^ | 173^ | 152^ | 110^ | 283^ | 185^ | 395 | 211^ |
| SAT. 1.30P 30 CBS DN | | 92 | 92 | B | 4.2 | 15 | 327 | 1536 | 472 | 162 | 554 | 230 | 295 | 263 | 197 | 201 | 310 | 97 | 189 | 166 | 159 | 100 | 316 | 156 | 356 | 193 |
| THREE ROBONIC STOOGES | 4 | 43 | 43 | A | .6 | 9 | 47 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| SUN. 8.00A 30 CBS CA | | 33 | 32 | B | .6 | 8 | 47 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| THUNDARR-THE BARBARIAN | 2 | 190 | 189 | A | 7.0 | 30 | 545 | 1528 | 283 | 47v | 292 | 211^ | 258 | 211^ | 81^ | 17v | 171^ | 143^ | 143^ | 64^ | 28v | 19v | 210^ | 103^ | 855 | 589 |
| SAT. 10.30A 30 ABC CA | | 97 | 97 | B | 7.0 | 30 | 545 | 1528 | 283 | 47 | 292 | 211 | 258 | 211 | 81 | 17 | 171 | 143 | 143 | 64 | 28 | 19 | 210 | 103 | 855 | 589 |
| TIME OUT-8:28AM | 4 | 193 | 190 | A | 3.2 | 25 | 249 | 1490 | 200^ | 48v | 200^ | 200^ | 200^ | 152^ | LT | LT | 173^ | 173^ | 173^ | 107v | LT | LT | 76v | 76v | 1041 | 651 |
| SAT. 8.28A 2 NBC CN | | 97 | 96 | B | 3.2 | 26 | 249 | 1411 | 213 | 38 | 213 | 160 | 200 | 138 | 40 | LT | 134 | 84 | 97 | 65 | 50 | 37 | 101 | 70 | 963 | 629 |
| TIME OUT-9:28AM | 4 | 202 | 205 | A | 5.6 | 26 | 436 | 1956 | 220^ | 137^ | 297 | 185^ | 234^ | 157^ | 67v | 45v | 23v | 23v | 23v | 23v | LT | LT | 226^ | 83^ | 1410 | 1011 |
| SAT. 9.28A 2 NBC CN | | 99 | 99 | B | 5.2 | 25 | 405 | 1842 | 262 | 95 | 304 | 160 | 232 | 166 | 92 | 65 | 70 | 22 | 42 | 57 | 48 | 13 | 207 | 80 | 1261 | 863 |
| TIME OUT-10:28AM | 4 | 202 | 206 | A | 4.9 | 21 | 381 | 1869 | 431 | 137^ | 457 | 230^ | 271^ | 194^ | 107^ | 120^ | 105^ | 26v | 73v | 93^ | 79v | LT | 207^ | 86^ | 1100 | 801 |
| SAT. 10.28A 2 NBC CN | | 99 | 99 | B | 4.9 | 21 | 381 | 1840 | 402 | 101 | 415 | 239 | 274 | 144 | 95 | 108 | 162 | 79 | 118 | 122 | 83 | 35 | 237 | 104 | 1026 | 699 |
| TIME OUT-11:28AM | 4 | 196 | 195 | A | 5.3 | 22 | 412 | 1917 | 386 | 109^ | 446 | 232^ | 255^ | 205^ | 63v | 151^ | 251^ | 155^ | 177^ | 119^ | 81^ | 42v | 277^ | 112^ | 943 | 609 |
| SAT. 11.28A 2 NBC CN | | 98 | 98 | B | 5.0 | 22 | 389 | 1713 | 349 | 96 | 383 | 176 | 229 | 182 | 103 | 131 | 243 | 158 | 175 | 118 | 77 | 46 | 253 | 119 | 834 | 536 |
| TIME OUT-12:28PM | 4 | 152 | 173 | A | 4.5 | 18 | 350 | 1851 | 353 | 189^ | 387 | 150^ | 226^ | 331^ | 217^ | 20v | 341^ | 126^ | 246^ | 192^ | 200^ | 69v | 189^ | 87^ | 934 | 512 |
| SAT. 12.28P 2 NBC CN | | 77 | 90 | B | 4.1 | 16 | 319 | 1763 | 389 | 133 | 428 | 215 | 280 | 280 | 173 | 51 | 303 | 120 | 228 | 177 | 159 | 61 | 163 | 66 | 869 | 424 |
| TOM AND JERRY | 4 | 183 | 184 | A | 4.7 | 26 | 366 | 1380 | 175^ | 77v | 194^ | 118^ | 185^ | 145^ | 76v | LT | 164^ | 45v | 114^ | 92^ | 83v | 36v | 175^ | 123^ | 847 | 434 |
| SAT. 8.30A 30 CBS CA | | 97 | 97 | B | 4.7 | 27 | 366 | 1403 | 210 | 73 | 220 | 146 | 191 | 114 | 62 | 18 | 145 | 23 | 85 | 75 | 69 | 53 | 114 | 75 | 924 | 495 |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. SEPT.29, 1980

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | | | | | 18,130 | | | | 27,230 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 23.3 | | | | 35.0 | | | | | | | |
| Program | | | | | THAT'S INCREDIBLE (8:00-8:53PM) (S)(OP) | | | | NFL MONDAY NIGHT FOOTBALL DENVER VS NEW ENGLAND (9:00-12:00MO)(+OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 15,170 | | | | 13,690 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 19.5 | 18.8* | | 20.4* | 17.6 | 16.8* | | 18.9* | | 19.2* | | 17.1* |
| SHARE OF AUDIENCE % | | | | | 29 | 29 * | | 30 * | 30 | 25 * | | 28 * | | 29 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.9 | 19.6 | 20.5 | 20.2 | 16.7 | 16.8 | 18.5 | 19.2 | 19.5 | 18.9 | 17.3 | 17.0 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | | | | | 10,970 | | 11,750 | | 17,040 | | 15,400 | | 15,560 | | | |
| TOTAL AUDIENCE (%) | | | | | 14.1 | | 15.1 | | 21.9 | | 19.8 | | 20.0 | | | |
| Program | | | | | RIKKI-TIKKI-TAVI (R)(OP) | | DR. SEUSS-CAT IN THE HAT (R) | | M*A*S*H (R) | | WKRP IN CINCINNATI (B) (R) | | LOU GRANT | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 9,260 | | 10,040 | | 14,700 | | 13,770 | | 13,150 | | | |
| AVERAGE AUDIENCE (%) | | | | | 11.9 | | 12.9 | | 18.9 | | 17.7 | | 16.9 | 16.7* | | 17.0* |
| SHARE OF AUDIENCE % | | | | | 18 | | 19 | | 27 | | 26 | | 27 | 26 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | | | | | 11.7 | 12.1 | 12.0 | 13.7 | 18.4 | 19.4 | 17.6 | 17.8 | 16.3 | 17.0 | 17.0 | 17.1 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | | | | | 25,130 | | | | 28,470 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 32.3 | | | | 36.6 | | | | | | | |
| Program | | | | | LITTLE HOUSE-PRAIRIE (OP) | | | | J.CARSON ANNIVERSARY SPEC | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 20,310 | | | | 19,920 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 26.1 | 24.3* | | 28.0* | 25.6 | 24.5* | | 25.9* | | 26.2* | | 25.9* |
| SHARE OF AUDIENCE % | | | | | 39 | 38 * | | 41 * | 39 | 35 * | | 38 * | | 41 * | | 43 * |
| AVG. AUD. BY ¼ HR. % | | | | | 22.8 | 25.7 | 27.3 | 28.7 | 24.3 | 24.6 | 25.9 | 25.9 | 26.4 | 26.0 | 26.0 | 25.8 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | | | | | 21,470 | | | | 29,100 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 27.6 | | | | 37.4 | | | | | | | |
| Program | | | | | THAT'S INCREDIBLE (8:00-8:53PM) (S)(OP) | | | | NFL MONDAY NIGHT FOOTBALL TAMPA BAY VS CHICAGO (9:00-12:01AM)(+OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 16,650 | | | | 16,730 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 21.4 | 20.8* | | 22.2* | 21.5 | 22.9* | | 24.6* | | 24.9* | | 22.4* |
| SHARE OF AUDIENCE % | | | | | 33 | 32 * | | 34 * | 36 | 35 * | | 37 * | | 38 * | | 36 * |
| AVG. AUD. BY ¼ HR. % | | | | | 20.4 | 21.2 | 22.2 | 22.1 | 21.8 | 23.9 | 24.6 | 24.6 | 25.0 | 24.8 | 23.2 | 21.5 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | | | | | 15,250 | | 14,780 | | 21,550 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 19.6 | | 19.0 | | 27.7 | | | | | | | |
| Program | | | | | M*A*S*H (R) | | WKRP IN CINCINNATI (B) (R)(OP) | | TO FIND MY SON | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 12,530 | | 12,370 | | 15,870 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 16.1 | | 15.9 | | 20.4 | 19.0* | | 20.6* | | 21.0* | | 21.2* |
| SHARE OF AUDIENCE % | | | | | 25 | | 24 | | 31 | 28 * | | 30 * | | 33 * | | 35 * |
| AVG. AUD. BY ¼ HR. % | | | | | 15.4 | 16.9 | 14.9 | 16.8 | 18.3 | 19.7 | 20.4 | 20.7 | 20.8 | 21.1 | 21.4 | 21.0 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | | | | | 20,930 | | | | 21,940 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 26.9 | | | | 28.2 | | | | | | | |
| Program | | | | | LITTLE HOUSE-PRAIRIE (OP) | | | | NBC MONDAY NIGHT MOVIES JULIA (9:00-11:25PM)(+OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 16,030 | | | | 12,530 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 20.6 | 19.1* | | 22.2* | 16.1 | 17.6* | | 16.7* | | 15.9* | | 15.5* |
| SHARE OF AUDIENCE % | | | | | 31 | 30 * | | 33 * | 26 | 26 * | | 25 * | | 25 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | | | | | 18.3 | 19.8 | 21.6 | 22.7 | 18.2 | 17.1 | 16.9 | 16.6 | 16.0 | 15.8 | 15.6 | 15.3 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 53.9 | 55.6 | 56.8 | 59.7 | 63.3 | 66.3 | 67.7 | 69.1 | 69.0 | 69.6 | 69.6 | 68.2 | 64.6 | 62.3 | 60.6 | 59.7 |
| WK. 2 | 56.1 | 57.9 | 58.4 | 61.0 | 63.5 | 65.2 | 66.9 | 67.6 | 67.1 | 68.8 | 68.6 | 67.3 | 65.5 | 63.6 | 61.6 | 59.2 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



EVE.MON. OCT.6, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.TUE. SEPT.30, 1980

### WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | | | | | 14,390 | | 13,620 | | 13,770 | | 13,380 | | 12,910 | | | |
| TOTAL AUDIENCE (%) | | | | | 18.5 | | 17.5 | | 17.7 | | 17.2 | | 16.6 | | | |
| Program | | | | | THREE'S COMPANY SPECIAL (R) | | LAVERNE & SHIRLEY (R) | | THREE'S COMPANY (R) | | TAXI (R)(OP) | | HART TO HART (10:00-10:55PM) (R)(S)(OP) | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 12,060 | | 12,370 | | 12,290 | | 11,900 | | 10,580 | | | |
| AVERAGE AUDIENCE (%) | | | | | 15.5 | | 15.9 | | 15.8 | | 15.3 | | 13.6 | 13.6* | | 13.7* |
| SHARE OF AUDIENCE % | | | | | 25 | | 25 | | 24 | | 23 | | 22 | 21 * | | 23 * |
| AVG. AUD. BY ¼ HR. % | | | | | 14.8 | 16.3 | 15.8 | 16.1 | 15.2 | 16.4 | 15.1 | 15.4 | 13.4 | 13.8 | 14.1 | 13.1 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | | | | | 30,420 | | | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 39.1 | | | | | | | | | | | |
| Program | | | | | PLAYING FOR TIME (8:00-10:55PM)(OP) (SUSTAINING 10:55-11:00PM) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 20,380 | | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 26.2 | 23.5* | | 25.1* | | 26.7* | | 27.5* | | 27.7* | | 26.5* |
| SHARE OF AUDIENCE % | | | | | 41 | 39 * | | 40 * | | 41 * | | 41 * | | 43 * | | 44 * |
| AVG. AUD. BY ¼ HR. % | | | | | 22.3 | 24.7 | 25.0 | 25.2 | 26.2 | 27.2 | 27.2 | 27.8 | 27.6 | 27.8 | 27.7 | 24.8 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | | | | | 19,370 | | | | | | | | 19,290 | | | |
| TOTAL AUDIENCE (%) | | | | | 24.9 | | | | | | | | 24.8 | | | |
| Program | | | | | NBC TUESDAY NIGHT MOVIE SCOUT'S HONOR(OP) | | | | | | | | STEVE MARTIN SPECIAL | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 12,990 | | | | | | | | 13,930 | | | |
| AVERAGE AUDIENCE (%) | | | | | 16.7 | 15.1* | | 16.5* | | 17.3* | | 17.7* | 17.9 | 18.5* | | 17.2* |
| SHARE OF AUDIENCE % | | | | | 26 | 25 * | | 26 * | | 26 * | | 27 * | 29 | 29 * | | 29 * |
| AVG. AUD. BY ¼ HR. % | | | | | 14.8 | 15.3 | 16.1 | 16.9 | 17.5 | 17.2 | 17.8 | 17.6 | 19.0 | 18.1 | 17.2 | 17.3 |

### WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | | | | | 13,150 | 28,630 | | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 16.9 (1) | 36.8 | | | | | | | | | | |
| Program | | | | | | NAT'L LEAGUE CHAMP GM 1 HOUSTON VS PHILADELPHIA (8:15-11:11PM)(OP)(-OP) | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 12,210 | 16,800 | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 15.7 | 21.6 | | 19.8* | | 22.8* | | 22.9* | | 22.7* | | 22.9* |
| SHARE OF AUDIENCE % | | | | | 29 | 35 | | 32 * | | 35 * | | 35 * | | 36 * | | 38 * |
| AVG. AUD. BY ¼ HR. % | | | | | 15.7 | 17.2 | 18.8 | 20.8 | 22.5 | 23.0 | 23.0 | 22.9 | 22.6 | 22.7 | 22.8 | 23.0 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | | | | | 16,260 | | | | 16,730 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 20.9 | | | | 21.5 | | | | | | | |
| Program | | | | | MORE WILD WILD WEST PT. 1 (OP) | | | | PRIVATE BATTLE | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 11,130 | | | | 9,650 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 14.3 | 14.0* | | 14.6* | 12.4 | 11.6* | | 11.1* | | 13.4* | | 13.5* |
| SHARE OF AUDIENCE % | | | | | 23 | 23 * | | 23 * | 20 | 17 * | | 17 * | | 22 * | | 23 * |
| AVG. AUD. BY ¼ HR. % | | | | | 13.8 | 14.2 | 14.3 | 15.0 | 11.9 | 11.3 | 11.1 | 11.2 | 13.6 | 13.3 | 13.5 | 13.5 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | | | | | 25,520 | | | | | | | | 20,230 | | | |
| TOTAL AUDIENCE (%) | | | | | 32.8 | | | | | | | | 26.0 | | | |
| Program | | | | | NBC TUESDAY NIGHT MOVIE BEULAH LAND, PART 1(OP) | | | | | | | | MEN WHO RATE A '10' | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 17,120 | | | | | | | | 15,870 | | | |
| AVERAGE AUDIENCE (%) | | | | | 22.0 | 18.8* | | 20.9* | | 24.0* | | 24.4* | 20.4 | 21.2* | | 19.7* |
| SHARE OF AUDIENCE % | | | | | 34 | 31 * | | 33 * | | 36 * | | 37 * | 34 | 34 * | | 34 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.7 | 19.9 | 20.7 | 21.1 | 23.8 | 24.3 | 24.3 | 24.5 | 21.6 | 20.9 | 20.0 | 19.3 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 51.3 | 53.4 | 55.7 | 57.1 | 59.4 | 62.1 | 62.5 | 64.2 | 65.0 | 66.4 | 66.4 | 66.3 | 64.2 | 63.7 | 62.4 | 56.8 |
| WK. 2 | 53.0 | 55.0 | 56.1 | 58.0 | 58.7 | 61.3 | 62.8 | 65.1 | 66.8 | 66.7 | 66.4 | 65.8 | 62.9 | 61.0 | 59.6 | 57.8 |

U.S. TV Households: 77,800,000

(1)NAT'L LEAGUE CHAMP PRE 1,ABC,(8:00-8:15PM)(S)

For explanation of symbols, See page A.

## EVE.TUE. OCT.7, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.WED. OCT.1, 1980

### WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** — TOTAL AUDIENCE (Households (000)) | | | | | 20,230 | | | | | | | | 14,550 | | | |
| TOTAL AUDIENCE (%) | | | | | 26.0 | | | | | | | | 18.7 | | | |
| Program | | | | | CHARLIE'S ANGELS (R)(OP) | | | | | | | | VEGA$ (10:00-10:54PM)(R)(S)(OP) | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 10,740 | | | | | | | | 11,590 | | | |
| AVERAGE AUDIENCE (%) | | | | | 13.8 | 12.1* | | 12.8* | | 14.7* | | 15.7* | 14.9 | 14.7* | | 15.2* |
| SHARE OF AUDIENCE % | | | | | 24 | 21 * | | 21 * | | 25 * | | 27 * | 28 | 27 * | | 30 * |
| AVG. AUD. BY ¼ HR. % | | | | | 11.7 | 12.4 | 12.7 | 12.9 | 14.3 | 15.2 | 16.1 | 15.3 | 14.6 | 14.8 | 15.3 | 15.2 |
| **CBS TV** — TOTAL AUDIENCE (Households (000)) | | | | | 14,240 | | | | 16,730 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 18.3 | | | | 21.5 | | | | | | | |
| Program | | | | | CORVETTE SUMMER PT. 1 (OP) | | | | CBS WEDNESDAY NIGHT MOVIE — FUGITIVE FAMILY (9:00-10:55PM)(S)(OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 10,190 | | | | 10,580 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 13.1 | 12.0* | | 14.1* | 13.6 | 12.5* | | 12.9* | | 14.4* | | 14.6* |
| SHARE OF AUDIENCE % | | | | | 22 | 21 * | | 23 * | 24 | 21 * | | 23 * | | 26 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | | | | | 11.6 | 12.5 | 14.0 | 14.1 | 12.9 | 12.1 | 12.4 | 13.5 | 14.3 | 14.4 | 14.6 | 14.5 |
| **NBC TV** — TOTAL AUDIENCE (Households (000)) | | | | | 22,640 | | | | 20,770 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 29.1 | | | | 26.7 | | | | | | | |
| Program | | | | | REAL PEOPLE (OP) | | | | NBC MOVIE OF THE WEEK — EYES OF LAURA MARS (9:00-10:55PM)(S)(OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 17,510 | | | | 12,680 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 22.5 | 21.3* | | 23.7* | 16.3 | 17.9* | | 15.9* | | 16.3* | | 15.0* |
| SHARE OF AUDIENCE % | | | | | 38 | 37 * | | 39 * | 29 | 31 * | | 28 * | | 30 * | | 29 * |
| AVG. AUD. BY ¼ HR. % | | | | | 20.1 | 22.4 | 23.2 | 24.1 | 18.7 | 17.0 | 16.1 | 15.7 | 16.3 | 16.2 | 15.6 | 14.3 |

### WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** — TOTAL AUDIENCE (Households (000)) | | | | | 12,060 | 29,720 | | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 15.5 | 38.2 | | | | | | | | | | |
| Program | | | | | (1) (OP) | NAT'L LEAGUE CHAMP GM 2 — HOUSTON VS PHILADELPHIA (8:15-11:51PM)(+OP) (SUSTAINING 11:51-12:02AM) | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 11,200 | 16,570 | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 14.4 | 21.3 | | 18.2* | | 21.0* | | 22.2* | | 22.0* | | 23.2* |
| SHARE OF AUDIENCE % | | | | | 26 | 35 | | 30 * | | 33 * | | 34 * | | 33 * | | 37 * |
| AVG. AUD. BY ¼ HR. % | | | | | 14.4 | 15.5 | 17.8 | 18.7 | 20.5 | 21.4 | 22.1 | 22.4 | 21.8 | 22.3 | 22.8 | 23.5 |
| **CBS TV** — TOTAL AUDIENCE (Households (000)) | | | | | 13,150 | | | | 17,740 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 16.9 | | | | 22.8 | | | | | | | |
| Program | | | | | MORE WILD WILD WEST PT. 2 (OP) | | | | CBS WEDNESDAY NIGHT MOVIE — PORTRAIT OF AN ESCORT (9:00-10:55PM)(S)(OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 9,100 | | | | 11,590 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 11.7 | 11.6* | | 11.8* | 14.9 | 13.9* | | 14.5* | | 15.6* | | 15.7* |
| SHARE OF AUDIENCE % | | | | | 19 | 19 * | | 18 * | 23 | 21 * | | 22 * | | 24 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | | | | | 11.8 | 11.4 | 11.6 | 12.0 | 13.3 | 14.5 | 14.7 | 14.4 | 15.3 | 15.9 | 15.7 | 15.6 |
| **NBC TV** — TOTAL AUDIENCE (Households (000)) | | | | | 24,510 | | | | 24,580 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 31.5 | | | | 31.6 | | | | | | | |
| Program | | | | | REAL PEOPLE (OP) | | | | NBC MOVIE OF THE WEEK — BEULAH LAND, PART 2 (9:00-10:55PM)(S)(OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 19,290 | | | | 18,050 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 24.8 | 24.0* | | 25.5* | 23.2 | 22.6* | | 23.7* | | 24.0* | | 22.4* |
| SHARE OF AUDIENCE % | | | | | 40 | 39 * | | 40 * | 36 | 35 * | | 36 * | | 37 * | | 36 * |
| AVG. AUD. BY ¼ HR. % | | | | | 22.8 | 25.3 | 25.3 | 25.8 | 22.5 | 22.8 | 23.4 | 23.9 | 24.2 | 23.7 | 23.2 | 21.1 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 49.9 | 52.3 | 54.7 | 55.6 | 55.9 | 58.4 | 59.9 | 60.7 | 58.8 | 58.3 | 57.4 | 56.9 | 55.8 | 54.3 | 52.6 | 49.3 |
| WK. 2 | 51.4 | 52.7 | 54.4 | 56.6 | 59.8 | 61.9 | 63.6 | 65.0 | 64.5 | 65.6 | 66.0 | 66.1 | 65.8 | 64.5 | 62.8 | 59.3 |

U.S. TV Households: 77,800,000

(1)NAT'L LEAGUE CHAMP PRE 2,ABC,(8:00-8:15PM)(S)

For explanation of symbols, See page A.

## EVE.WED. OCT.8, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. OCT.2, 1980

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 21,550<br>27.7 | | | | | | | | 14,700<br>18.9 | | | |
| ABC TV program | | | | | ABC MOVIE SPECIAL MURDER BY DEATH(OP) | | | | | | | | 20/20 (10:00-10:55PM) (S)(OP) | | | |
| ABC TV AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,980<br>15.4 | 13.5* | | 14.5* | | 17.0* | | 16.8* | 11,280<br>14.5 | 15.1* | | 13.9* |
| ABC TV SHARE OF AUDIENCE % | | | | | 26 | 23 * | | 25 * | | 28 * | | 28 * | 25 | 26 * | | 25 * |
| ABC TV AVG. AUD. BY ¼ HR. % | | | | | 13.6 | 13.4 | 14.1 | 14.9 | 16.7 | 17.2 | 17.5 | 16.1 | 14.7 | 15.4 | 14.1 | 13.4 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 17,040<br>21.9 | | | | 17,430<br>22.4 | | | | | | | |
| CBS TV program | | | | | CORVETTE SUMMER PT.2 (OP) | | | | FAST BREAK (9:00-10:55PM) (S)(OP) | | | | | | | |
| CBS TV AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,900<br>15.3 | 15.1* | | 15.4* | 11,360<br>14.6 | 13.8* | | 14.5* | | 15.2* | | 15.0* |
| CBS TV SHARE OF AUDIENCE % | | | | | 26 | 26 * | | 26 * | 25 | 23 * | | 24 * | | 26 * | | 27 * |
| CBS TV AVG. AUD. BY ¼ HR. % | | | | | 15.1 | 15.1 | 15.3 | 15.5 | 13.6 | 14.0 | 14.2 | 14.8 | 15.2 | 15.1 | 15.2 | 14.5 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 17,430<br>22.4 | | | | 21,010<br>27.0 | | | | | | | |
| NBC TV program | | | | | GAMES PEOPLE PLAY (OP) | | | | NBC THURSDAY NIGHT MOVIES THE GREAT AMERICAN TRAFFIC JAM (9:00-10:55PM)(S)(OP) | | | | | | | |
| NBC TV AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,230<br>17.0 | 16.8* | | 17.3* | 14,000<br>18.0 | 18.0* | | 18.0* | | 17.9* | | 18.0* |
| NBC TV SHARE OF AUDIENCE % | | | | | 29 | 29 * | | 29 * | 31 | 30 * | | 30 * | | 31 * | | 32 * |
| NBC TV AVG. AUD. BY ¼ HR. % | | | | | 16.3 | 17.2 | 17.5 | 17.2 | 17.6 | 18.3 | 18.0 | 17.9 | 17.9 | 17.9 | 18.5 | 17.2 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 13,540<br>17.4<br>(1)<br>(OP) | 28,710<br>36.9 | | | | | | | | | | |
| ABC TV program | | | | | | AMER. LEAGUE CHAMP GM 2 NEW YORK YANKEES VS KANSAS CITY (8:15-11:27PM)(OP) | | | | | | | | | | |
| ABC TV AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,530<br>16.1 | 17,040<br>21.9 | | 19.3* | | 22.3* | | 23.2* | | 23.0* | | 22.8* |
| ABC TV SHARE OF AUDIENCE % | | | | | 30 | 36 | | 32 * | | 35 * | | 35 * | | 36 * | | 37 * |
| ABC TV AVG. AUD. BY ¼ HR. % | | | | | 16.1 | 17.6 | 18.8 | 19.8 | 21.9 | 22.7 | 23.1 | 23.3 | 23.1 | 22.9 | 22.7 | 23.0 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 17,740<br>22.8 | | | | | | | | 10,430<br>13.4 | | | |
| CBS TV program | | | | | CHILDREN OF AN LAC (8:00-9:54PM)(S)(OP) | | | | | | | | HOME FRONT | | | |
| CBS TV AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,730<br>12.5 | 12.0* | | 12.2* | | 12.4* | | 13.4* | 7,700<br>9.9 | 9.8* | | 10.1* |
| CBS TV SHARE OF AUDIENCE % | | | | | 20 | 20 * | | 19 * | | 19 * | | 20 * | 16 | 16 * | | 17 * |
| CBS TV AVG. AUD. BY ¼ HR. % | | | | | 12.1 | 12.0 | 12.6 | 11.9 | 12.5 | 12.3 | 13.3 | 13.6 | 9.8 | 9.7 | 9.7 | 10.4 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 21,160<br>27.2 | | | | 25,830<br>33.2 | | | | | | | |
| NBC TV program | | | | | CASTAWAYS-GILLIGANS ISLND (R)(OP) | | | | NBC THURSDAY NIGHT MOVIES BEULAH LAND, PART 3 (9:00-10:55PM)(S)(OP) | | | | | | | |
| NBC TV AVERAGE AUDIENCE (Households (000) & %) | | | | | 15,950<br>20.5 | 18.5* | | 22.5* | 18,980<br>24.4 | 23.1* | | 24.3* | | 25.6* | | 24.9* |
| NBC TV SHARE OF AUDIENCE % | | | | | 33 | 31 * | | 36 * | 38 | 35 * | | 37 * | | 41 * | | 41 * |
| NBC TV AVG. AUD. BY ¼ HR. % | | | | | 17.4 | 19.7 | 21.5 | 23.5 | 22.5 | 23.6 | 24.1 | 24.4 | 25.5 | 25.6 | 25.6 | 23.8 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 50.4 | 51.8 | 53.5 | 56.9 | 57.6 | 58.2 | 58.4 | 59.4 | 59.4 | 60.7 | 61.3 | 59.9 | 58.3 | 58.5 | 57.5 | 52.7 |
| WK. 2 | 50.5 | 52.5 | 53.9 | 55.7 | 58.0 | 60.2 | 62.2 | 64.4 | 65.5 | 66.1 | 66.7 | 66.0 | 63.5 | 62.1 | 61.6 | 58.6 |

U.S. TV Households: 77,800,000

(1)AMER. LEAGUE CHAMP PRE 2,ABC,(8:00-8:15PM)(S)

For explanation of symbols, See page A.



EVE.THU. OCT.9, 1980

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## EVE.FRI. OCT.3, 1980

### WEEK 1

| Network / Measure | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | 11,670 | | 19,530 | | | | | | | | | |
| TOTAL AUDIENCE (%) | 15.0 | | 25.1 | | | | | | | | | |
| Program | BENSON (R)(OP) | | ABC FRIDAY NIGHT MOVIE THE WAY WE WERE(R) (8:30-10:54PM)(S)(OP) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 9,880 | | 10,740 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | 12.7 | | 13.8 | 12.9* | | 14.1* | | 13.5* | | 14.2* | | 14.5* |
| SHARE OF AUDIENCE % | 24 | | 25 | 24 * | | 25 * | | 24 * | | 26 * | | 29 * |
| AVG. AUD. BY ¼ HR. % | 12.4 | 12.9 | 12.8 | 13.0 | 14.0 | 14.3 | 13.6 | 13.3 | 13.9 | 14.6 | 14.6 | 14.5 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | 13,690 | | | | 21,470 | | | | 20,070 | | | |
| TOTAL AUDIENCE (%) | 17.6 | | | | 27.6 | | | | 25.8 | | | |
| Program | INCREDIBLE HULK (R)(OP) | | | | DUKES OF HAZZARD (R) | | | | DALLAS (R) | | | |
| AVERAGE AUDIENCE (Households (000)) | 10,040 | | | | 17,820 | | | | 15,790 | | | |
| AVERAGE AUDIENCE (%) | 12.9 | 11.3* | | 14.4* | 22.9 | 22.1* | | 23.7* | 20.3 | 20.4* | | 20.3* |
| SHARE OF AUDIENCE % | 24 | 22 * | | 26 * | 40 | 39 * | | 42 * | 39 | 38 * | | 41 * |
| AVG. AUD. BY ¼ HR. % | 10.6 | 12.0 | 13.8 | 15.1 | 21.2 | 23.0 | 23.8 | 23.6 | 20.3 | 20.4 | 20.4 | 20.2 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | 13,850 | | | | 9,410 | | | | 10,040 | | | |
| TOTAL AUDIENCE (%) | 17.8 | | | | 12.1 | | | | 12.9 | | | |
| Program | FLINTSTONES (OP) | | | | SPEAK UP AMERICA | | | | NBC MAGAZINE (10:00-10:55PM)(S)(OP) | | | |
| AVERAGE AUDIENCE (Households (000)) | 9,340 | | | | 6,850 | | | | 7,390 | | | |
| AVERAGE AUDIENCE (%) | 12.0 | 12.0* | | 11.9* | 8.8 | 8.5* | | 9.1* | 9.5 | 9.6* | | 9.5* |
| SHARE OF AUDIENCE % | 22 | 23 * | | 22 * | 16 | 15 * | | 16 * | 18 | 18 * | | 19 * |
| AVG. AUD. BY ¼ HR. % | 12.1 | 11.9 | 12.1 | 11.6 | 8.6 | 8.3 | 8.9 | 9.3 | 9.4 | 9.8 | 9.9 | 8.9 |

### WEEK 2

| Network / Measure | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | 12,210 | 29,100 | | | | | | | | | | |
| TOTAL AUDIENCE (%) | 15.7 | 37.4 | | | | | | | | | | |
| Program | (1) (OP) | AMER. LEAGUE CHAMP GM 3 KANSAS CITY VS NEW YORK YANKEES (8:15-11:53PM)(-OP) (SUSTAINING 11:53-12:06AM) | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 11,440 | 15,950 | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | 14.7 | 20.5 | | 18.5* | | 19.2* | | 17.8* | | 21.5* | | 23.0* |
| SHARE OF AUDIENCE % | 28 | 37 | | 32 * | | 33 * | | 30 * | | 37 * | | 41 * |
| AVG. AUD. BY ¼ HR. % | 14.7 | 16.7 | 18.2 | 18.9 | 19.4 | 19.1 | 17.8 | 17.8 | 21.1 | 21.9 | 22.7 | 23.4 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | 16,730 | | | | 23,030 | | | | 19,370 | | | |
| TOTAL AUDIENCE (%) | 21.5 | | | | 29.6 | | | | 24.9 | | | |
| Program | INCREDIBLE HULK (R)(OP) | | | | DUKES OF HAZZARD (R) | | | | DALLAS (10:00-10:55PM) (R)(S)(OP) | | | |
| AVERAGE AUDIENCE (Households (000)) | 12,370 | | | | 18,670 | | | | 16,180 | | | |
| AVERAGE AUDIENCE (%) | 15.9 | 15.0* | | 16.9* | 24.0 | 23.3* | | 24.7* | 20.8 | 21.2* | | 20.3* |
| SHARE OF AUDIENCE % | 28 | 27 * | | 29 * | 41 | 40 * | | 42 * | 37 | 37 * | | 37 * |
| AVG. AUD. BY ¼ HR. % | 14.8 | 15.2 | 16.3 | 17.5 | 22.1 | 24.4 | 24.7 | 24.7 | 21.5 | 20.9 | 20.6 | 20.0 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | 13,620 | | | | 10,190 | | | | 9,570 | | | |
| TOTAL AUDIENCE (%) | 17.5 | | | | 13.1 | | | | 12.3 | | | |
| Program | FLINTSTONES (R)(OP) | | | | SPEAK UP AMERICA | | | | NBC MAGAZINE | | | |
| AVERAGE AUDIENCE (Households (000)) | 10,110 | | | | 7,080 | | | | 7,000 | | | |
| AVERAGE AUDIENCE (%) | 13.0 | 12.6* | | 13.4* | 9.1 | 8.4* | | 9.7* | 9.0 | 9.3* | | 8.8* |
| SHARE OF AUDIENCE % | 23 | 23 * | | 23 * | 15 | 14 * | | 16 * | 16 | 16 * | | 16 * |
| AVG. AUD. BY ¼ HR. % | 12.0 | 13.2 | 13.8 | 12.9 | 8.3 | 8.5 | 9.6 | 9.8 | 9.4 | 9.2 | 8.9 | 8.6 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 47.9 | 49.5 | 50.6 | 52.0 | 51.7 | 52.9 | 54.2 | 55.3 | 55.7 | 57.0 | 57.5 | 56.4 | 53.9 | 53.3 | 51.6 | 48.0 |
| WK. 2 | 48.2 | 49.1 | 49.6 | 52.1 | 53.8 | 55.7 | 57.5 | 58.8 | 58.2 | 58.7 | 59.1 | 59.2 | 56.9 | 56.9 | 55.7 | 54.4 |

U.S. TV Households: 77,800,000

(1)AMER. LEAGUE CHAMP PRE 3,ABC,(8:00-8:15PM)(S)

For explanation of symbols, See page A.



## EVE.FRI. OCT.10, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.SAT. OCT.4, 1980

### WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 17,820<br>22.9 | | | | 16,180<br>20.8 | | | | 15,020<br>19.3 | | | |
| Program | | | | | ALL STAR FAMILY FEUD | | | | LOVE BOAT (R)(OP) | | | | FANTASY ISLAND (10:00-10:55PM) (R)(S)(OP) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,210<br>15.7 | 14.2* | | 17.1* | 13,150<br>16.9 | 16.1* | | 17.7* | 11,980<br>15.4 | 15.2* | | 15.7* |
| SHARE OF AUDIENCE % | | | | | 30 | 27 * | | 32 * | 31 | 30 * | | 32 * | 30 | 29 * | | 31 * |
| AVG. AUD. BY ¼ HR. % | | | | | 13.5 | 14.8 | 17.2 | 17.1 | 15.1 | 17.0 | 17.6 | 17.8 | 15.0 | 15.4 | 15.7 | 15.6 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 13,300<br>17.1 | | 19,220<br>24.7 | | | | | | | | | |
| Program | | | | | TIM CONWAY SHOW (OP) | | CBS SATURDAY NIGHT MOVIE THE FURY (8:30-10:55PM)(S)(OP) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,810<br>13.9 | | 11,280<br>14.5 | 13.2* | | 14.9* | | 14.2* | | 15.4* | | 14.7* |
| SHARE OF AUDIENCE % | | | | | 27 | | 27 | 25 * | | 27 * | | 26 * | | 29 * | | 29 * |
| AVG. AUD. BY ¼ HR. % | | | | | 13.6 | 14.2 | 12.8 | 13.6 | 14.9 | 14.9 | 14.4 | 14.0 | 15.5 | 15.3 | 15.2 | 14.1 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 21,010<br>27.0 | | | | | | | | | | | |
| Program | | | | | NBC SATURDAY NIGHT MOVIES CENTENNIAL, PART 6(R)(OP) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,660<br>13.7 | 12.7* | | 13.3* | | 13.7* | | 13.8* | | 14.5* | | 14.5* |
| SHARE OF AUDIENCE % | | | | | 26 | 24 * | | 25 * | | 25 * | | 25 * | | 28 * | | 29 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.5 | 12.8 | 13.4 | 13.3 | 13.6 | 13.7 | 13.7 | 13.9 | 14.6 | 14.3 | 14.6 | 14.3 |

### WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | 16,880<br>21.7 | | | 17,580<br>22.6 | | | | 16,650<br>21.4 | | | |
| Program | NAT'L LEAGUE CHAMP GM 4 PHILADELPHIA VS HOUSTON (4:23-8:27PM)(-OP) | | | | | | LOVE BOAT SPECIAL (8:27-9:00PM)(R) | | LOVE BOAT (R)(OP) | | | | FANTASY ISLAND (R) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 24.6* | | 26.1* | | 13,850<br>17.8 | | | 13,930<br>17.9 | 17.4* | | 18.4* | 12,760<br>16.4 | 16.4* | | 16.4* |
| SHARE OF AUDIENCE % | | 47 * | | 48 * | | 33 | | | 32 | 32 * | | 33 * | 32 | 31 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | 24.3 | 24.9 | 25.9 | 26.2 | 26.7 | 17.4 | 17.6 | 18.0 | 17.0 | 17.9 | 18.1 | 18.6 | 16.9 | 16.0 | 16.3 | 16.5 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 12,600<br>16.2 | | 20,070<br>25.8 | | | | | | | | | |
| Program | | | | | TIM CONWAY SHOW (OP) | | WIZ | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,270<br>13.2 | | 11,510<br>14.8 | 15.7* | | 15.1* | | 14.5* | | 14.9* | | 14.0* |
| SHARE OF AUDIENCE % | | | | | 24 | | 28 | 29 * | | 27 * | | 26 * | | 28 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.1 | 14.3 | 15.6 | 15.8 | 15.1 | 15.1 | 14.7 | 14.4 | 14.7 | 15.0 | 14.4 | 13.5 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 17,430<br>22.4 | | | | | | | | | | | |
| Program | | | | | NBC SATURDAY NIGHT MOVIES CENTENNIAL, PART 7(R) (8:00-10:55PM)(S)(OP) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 8,640<br>11.1 | 8.3* | | 10.1* | | 11.0* | | 11.9* | | 13.0* | | 12.7* |
| SHARE OF AUDIENCE % | | | | | 20 | 15 * | | 19 * | | 20 * | | 22 * | | 24 * | | 25 * |
| AVG. AUD. BY ¼ HR. % | | | | | 8.0 | 8.7 | 10.3 | 9.9 | 10.8 | 11.2 | 12.0 | 11.8 | 12.9 | 13.0 | 13.0 | 12.4 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 47.8 | 49.7 | 50.6 | 51.9 | 51.6 | 52.5 | 53.7 | 54.0 | 54.3 | 54.8 | 54.6 | 54.3 | 52.6 | 52.1 | 51.3 | 48.6 |
| WK. 2 | 52.9 | 54.6 | 55.5 | 55.7 | 55.5 | 55.6 | 54.0 | 54.5 | 54.7 | 55.7 | 55.4 | 55.2 | 54.3 | 53.1 | 51.0 | 49.5 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



## EVE.SAT. OCT.11, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

·EVE.SAT. OCT.4, 1980

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 5,210<br>6.7 | | | | | | | | | | | | | | | |
| Program | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,130<br>6.6 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 15 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 6.6 | | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 11,750<br>15.1 | | | | | | | | | | | | | |
| Program | | | SATURDAY NIGHT (11:30-12:58AM) (SUSTAINING 12:58-1:00AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 6,850<br>8.8 | 10.2* | | 8.6* | | 7.4* | | | | | | | | |
| SHARE OF AUDIENCE % | | | 30 | 30 * | | 29 * | | 29 * | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 10.8 | 9.7 | 8.9 | 8.2 | 7.7 | 7.1 | | | | | | | | |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 6,300<br>8.1 | | | | | | | | | | | | | | | |
| Program | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,990<br>7.7 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 17 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 7.7 | | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 13,770<br>17.7 | | | | | | | | | | | | | |
| Program | | | SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 8,010<br>10.3 | 11.5* | | 10.5* | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 34 | 33 * | | 35 * | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 11.5 | 11.5 | 10.9 | 10.0 | 8.3 | 7.7 | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 45.9 | 42.4 | 36.0 | 32.7 | 30.4 | 28.0 | 26.3 | 24.5 | 21.5 | 19.5 | 17.4 | 15.2 | 13.5 | 12.4 | 11.5 | 9.5 |
| WK. 2 | 45.4 | 41.8 | 36.7 | 33.7 | 30.7 | 28.9 | 25.4 | 22.9 | 20.6 | 19.0 | 16.8 | 14.8 | 13.3 | 11.6 | 10.0 | 9.5 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



EVE.SAT. OCT.11, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.5, 1980

| Week | Network | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEK 1 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | 15,560<br>20.0 | | | | 27,000<br>34.7 | | | | | | | | | | | |
| | | Program | THOSE AMAZING ANIMALS (OP) | | | | ABC SUNDAY NIGHT MOVIE JAWS(R) (8:00-10:42PM) (SUSTAINING 10:42-10:50PM) | | | | | | | | | | | (5)(OP) |
| | | AVERAGE AUDIENCE (Households (000) & %) | 11,510<br>14.8 | 14.0* | | 15.6* | 17,040<br>21.9 | 16.8* | | 20.6* | | 22.2* | | 22.8* | | 25.2* | | |
| | | SHARE OF AUDIENCE % | 25 | 25 * | | 26 * | 33 | 26 * | | 31 * | | 33 * | | 33 * | | 38 * | | |
| | | AVG. AUD. BY ¼ HR. % | 13.2 | 14.8 | 15.6 | 15.6 | 15.6 | 17.9 | 20.1 | 21.0 | 21.8 | 22.7 | 22.6 | 22.9 | 24.4 | 26.0 | 26.2 | |
| | CBS TV | TOTAL AUDIENCE (Households (000) & %) | 26,060<br>33.5 | | | | 22,250<br>28.6 | | | | | | | | 12,680<br>16.3 | | 14,550<br>18.7 | |
| | | Program | | 60 MINUTES (7:14-8:14PM)(OP)(→OP) | | | | PERFECT MATCH (8:14-10:14PM)(OP)(→OP) | | | | | | | | ALICE (10:14-10:44PM) (R)(→OP) | | (1) (R) |
| | | AVERAGE AUDIENCE (Households (000) & %) | 18,670<br>24.0 | | | 24.3* | 15,020<br>19.3 | | | 17.9* | | 19.7* | | 20.2* | 11,050<br>14.2 | | 11,670<br>15.0 | |
| | | SHARE OF AUDIENCE % | 40 | | | 40 * | 29 | | | 27 * | | 29 * | | 29 * | 22 | | 29 | |
| | | AVG. AUD. BY ¼ HR. % | 21.9 | 22.7 | 24.2 | 24.5 | 19.9 | 18.2 | 17.8 | 18.0 | 19.4 | 20.0 | 19.9 | 20.5 | 15.1 | 14.4 | 13.2 | 14.2 |
| | NBC TV | TOTAL AUDIENCE (Households (000) & %) | 14,240<br>18.3 | | | | 18,280<br>23.5 | | | | 26,690<br>34.3 | | | | | | | |
| | | Program | DISNEY'S WONDERFUL WORLD THE SHAGGY DOG, PART 2(R) | | | | CHIPS (OP) | | | | BIG EVENT THE END (R) | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | 10,110<br>13.0 | 12.4* | | 13.7* | 14,630<br>18.8 | 17.6* | | 20.0* | 16,960<br>21.8 | 21.1* | | 21.6* | | 22.1* | | 22.3* |
| | | SHARE OF AUDIENCE % | 22 | 22 * | | 23 * | 29 | 28 * | | 30 * | 33 | 31 * | | 32 * | | 34 * | | 38 * |
| | | AVG. AUD. BY ¼ HR. % | 11.2 | 13.5 | 13.2 | 14.2 | 16.5 | 18.8 | 19.6 | 20.4 | 20.8 | 21.4 | 22.0 | 21.2 | 21.7 | 22.6 | 22.0 | 22.6 |
| WEEK 2 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | 16,800<br>21.6 | | | | 36,330<br>46.7 | | | | | | | | | | | |
| | | Program | THOSE AMAZING ANIMALS (OP) | | | | NAT'L LEAGUE CHAMP GM 5 PHILADELPHIA VS HOUSTON (8:00-11:55PM) | | | | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | 12,060<br>15.5 | 14.3* | | 16.6* | 21,630<br>27.8 | 20.7* | | 24.1* | | 27.9* | | 28.2* | | 29.4* | | 30.1* |
| | | SHARE OF AUDIENCE % | 26 | 25 * | | 28 * | 44 | 34 * | | 38 * | | 42 * | | 42 * | | 44 * | | 46 * |
| | | AVG. AUD. BY ¼ HR. % | 13.4 | 15.3 | 16.1 | 17.1 | 19.9 | 21.4 | 23.1 | 25.0 | 27.3 | 28.5 | 28.1 | 28.3 | 29.3 | 29.6 | 29.8 | 30.3 |
| | CBS TV | TOTAL AUDIENCE (Households (000) & %) | 23,180<br>29.8 | | | | 12,210<br>15.7 | | 12,370<br>15.9 | | 14,390<br>18.5 | | 14,160<br>18.2 | | 11,980<br>15.4 | | | |
| | | Program | 60 MINUTES | | | | ARCHIE BUNKER'S PLACE (R) | | ONE DAY AT A TIME (R)(OP) | | ALICE (R) | | JEFFERSONS (R) | | TRAPPER JOHN, M.D. (10:00-10:55PM) (R)(S)(OP) | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | 18,210<br>23.4 | 22.7* | | 24.1* | 10,430<br>13.4 | | 10,430<br>13.4 | | 11,830<br>15.2 | | 12,760<br>16.4 | | 9,340<br>12.0 | 12.3* | | 11.5* |
| | | SHARE OF AUDIENCE % | 40 | 39 * | | 40 * | 21 | | 20 | | 22 | | 24 | | 18 | 18 * | | 18 * |
| | | AVG. AUD. BY ¼ HR. % | 21.0 | 24.5 | 25.1 | 23.2 | 13.5 | 13.2 | 12.9 | 13.9 | 13.7 | 16.8 | 16.1 | 16.7 | 12.5 | 12.2 | 11.8 | 11.1 |
| | NBC TV | TOTAL AUDIENCE (Households (000) & %) | 24,430<br>31.4 | | | | | | | | 22,720<br>29.2 | | | | | | | |
| | | Program | | DISNEY'S WONDERFUL WORLD ESCAPE TO WITCH MOUNTAIN(R) (7:14-9:14PM)(OP)(→OP) | | | | | | | | BIG EVENT REVENGE OF THE STEPFORD WIVES (9:14-11:09PM)(OP) | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | 13,620<br>17.5 | | | 14.8* | | 18.9* | | 19.5* | 16,180<br>20.8 | | | 19.8* | | 21.4* | | 22.3* |
| | | SHARE OF AUDIENCE % | 28 | | | 24 * | | 30 * | | 29 * | 31 | | | 29 * | | 32 * | | 35 * |
| | | AVG. AUD. BY ¼ HR. % | 12.1 | 13.1 | 13.9 | 15.8 | 18.7 | 19.0 | 19.2 | 19.9 | 17.6 | 18.0 | 19.5 | 20.0 | 21.2 | 21.6 | 21.9 | 22.7 |
| | TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 55.9 | 58.2 | 59.9 | 61.5 | 63.2 | 64.3 | 66.5 | 67.7 | 67.7 | 68.6 | 68.7 | 68.2 | 66.6 | 64.5 | 62.4 | 53.9 |
| | | WK. 2 | 56.2 | 58.8 | 59.9 | 61.8 | 62.8 | 64.5 | 66.5 | 68.3 | 67.7 | 67.8 | 67.8 | 68.1 | 67.5 | 65.9 | 63.8 | 62.6 |

U.S. TV Households: 77,800,000
(1)JEFFERSONS,CBS,(10:44-11:14PM)

For explanation of symbols, See page A.



EVE.SUN. OCT.12, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.5, 1980

| | TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WEEK 1** | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | 3,970<br>5.1 | | | | | | | | | | | | | | | |
| **ABC TV** | | ABC WEEKEND REPORT-SUN | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 3,810<br>4.9 | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | 11 | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | 4.9 | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | 4,900<br>6.3 | | | | | | | | | | | | | | | |
| **CBS TV** | | CBS SUNDAY NEWS-BRADLEY (11:14-11:29PM) (OP) | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 4,670<br>6.0 | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | 14 | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | 6.1 | 6.0 | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | 3,420<br>4.4 | | 1,790<br>2.3 | | | | | | | | | | | |
| **NBC TV** | | | | DECISION '80-SUN | | ← NBC LATE NIGHT MOVIE → COMEDY THEATRE (12:00-1:25AM) (SUSTAINING 1:25-1:41AM) | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 2,960<br>3.8 | | 1,090<br>1.4 | 1.6* | | 1.5* | | 1.2* | | | | | | |
| | SHARE OF AUDIENCE % | | | 13 | | 8 | 8 * | | 10 * | | 10 * | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | 4.1 | 3.5 | 1.7 | 1.5 | 1.5 | 1.4 | 1.2 | 1.2 | | | | | | |
| **WEEK 2** | | | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | | 16,880<br>21.7 | 4,750<br>6.1 | | | | | | | | | | | |
| **ABC TV** | | NAT'L LEAGUE CHAMP GM 5 PHILADELPHIA VS HOUSTON (8:00-11:55PM)(+OP) | | | (1) (+OP) | ABC WEEKEND REPORT-SUN (12:06-12:21AM) | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 31.3* | | 16,490<br>21.2 | 4,430<br>5.7 | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | | 51 * | | 51 | 20 | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | 30.7 | 31.8 | 32.3 | 22.4 | 6.1 | 5.2 | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | 4,430<br>5.7 | | | | | | | | | | | | | | | |
| **CBS TV** | | CBS SUNDAY NEWS-BRADLEY | | | | | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 4,280<br>5.5 | | | | | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | 10 | | | | | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | 5.5 | | | | | | | | | | | | | | | |
| | TOTAL AUDIENCE (Households (000) & %) | | | 3,500<br>4.5 | | 1,870<br>2.4 | | | | | | | | | | | |
| **NBC TV** | | (2) (S)(OP) | | | DECISION '80-SUN (11:44-12:14AM) (+OP) | | ← NBC LATE NIGHT MOVIE → INSTITUTE FOR REVENGE (12:14-1:20AM)(OP) (SUSTAINING 1:20-1:56AM) | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 2,570<br>3.3 | | 1,170<br>1.5 | | | 1.5* | | 1.3* | | | | | | |
| | SHARE OF AUDIENCE % | | | 9 | | 8 | | | 8 * | | 9 * | | | | | | |
| | AVG. AUD. BY ¼ HR. % | 22.6 | | 3.8 | 3.2 | 2.0 | 1.9 | 1.7 | 1.4 | 1.3 | 1.2 | | | | | | |
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 47.4 | 41.6 | 32.3 | 26.8 | 22.6 | 19.7 | 16.4 | 14.6 | 13.1 | 10.9 | 8.9 | 7.2 | 5.7 | 4.8 | 3.9 | 3.3 |
| | WK. 2 | 58.1 | 53.8 | 48.1 | 40.6 | 30.1 | 24.3 | 19.9 | 17.3 | 15.4 | 13.5 | 11.5 | 9.8 | 8.6 | 7.5 | 6.3 | 5.3 |

U.S. TV Households: 77,800,000

(1)NAT'L LEAGUE CHAMP POST,ABC,(11:55-12:06AM)(S)

(2)BIG EVENT,REVENGE OF THE STEPFORD WIVES,NBC,(9:14-11:09PM)

For explanation of symbols, See page A.



EVE.SUN. OCT.12, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.29-OCT.3, 1980

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 4,430<br>5.7 | | | | 4,280<br>5.5 | | | | | | | | | |
| Program | ← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) → | | | | ← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)> (S)(OP) → | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,500<br>4.5 | | | | 3,660<br>4.7 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 26 | | | | 27 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 4.3 | 4.7 | | | 4.7 | 4.7 | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 2,800<br>3.6 | | | 2,720<br>3.5 | | | | | | | | 4,670<br>6.0 | | 4,820<br>6.2 | |
| Program | ← MORNING MON-FRI (CO-OP) (PARTICIPATING) → | | | | ← CAPTAIN KANGAROO → | | | | | | | | JEFFERSONS M-F (MTUWF)(S)(OP) | | ALICE-M-F (MTUWF)(S)(OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | 1,630<br>2.1 | | 2.2* | 1,480<br>1.9 | 1.8* | | 2.0* | | | | | 3,970<br>5.1 | | 4,360<br>5.6 | |
| SHARE OF AUDIENCE % | | 13 | | 13 * | 11 | 10 * | | 12 * | | | | | 28 | | 31 | |
| AVG. AUD. BY ¼ HR. % | | 2.0 | 2.2 | 2.2 | 1.6 | 1.9 | 1.8 | 2.1 | | | | | 4.8 | 5.3 | 5.5 | 5.6 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 4,750<br>6.1 | | | | 5,060<br>6.5 | | | | | | 1,790<br>2.3 | | 1,710<br>2.2 | |
| Program | ← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) → | | | | ← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) → | | | | | | | | DAVID LETTERMAN-1 | | DAVID LETTERMAN-2 (SUS-OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,580<br>4.6 | | | | 4,120<br>5.3 | | | | | | 1,400<br>1.8 | | 1,480<br>1.9 | |
| SHARE OF AUDIENCE % | | | 27 | | | | 31 | | | | | | 10 | | 11 | |
| AVG. AUD. BY ¼ HR. % | | | 4.4 | 4.9 | | | 5.6 | 5.1 | | | | | | | | |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 4,360<br>5.6 | | | | 4,200<br>5.4 | | | | | | | | | |
| Program | ← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) → | | | | ← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)> (S)(OP) → | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,350<br>4.3 | | | | 3,580<br>4.6 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 25 | | | | 26 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 4.3 | 4.3 | | | 4.6 | 4.6 | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 3,110<br>4.0 | | | 2,880<br>3.7 | | | | | | | | 4,280<br>5.5 | | 4,900<br>6.3 | |
| Program | ← MORNING MON-FRI (CO-OP) (PARTICIPATING) → | | | | ← CAPTAIN KANGAROO → | | | | | | | | JEFFERSONS M-F | | ALICE-M-F | |
| AVERAGE AUDIENCE (Households (000) & %) | | 1,950<br>2.5 | | 2.5* | 1,630<br>2.1 | 2.0* | | 2.1* | | | | | 3,500<br>4.5 | | 4,360<br>5.6 | |
| SHARE OF AUDIENCE % | | 15 | | 15 * | 12 | 11 * | | 12 * | | | | | 26 | | 33 | |
| AVG. AUD. BY ¼ HR. % | | 2.4 | 2.5 | 2.5 | 2.0 | 2.1 | 2.0 | 2.2 | | | | | 4.2 | 4.8 | 5.5 | 5.7 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 4,820<br>6.2 | | | | 4,900<br>6.3 | | | | | | 2,490<br>3.2 | | 2,180<br>2.8 | |
| Program | ← TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) → | | | | ← TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) → | | | | | | | | DAVID LETTERMAN-1 | | DAVID LETTERMAN-2 (SUS-OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,660<br>4.7 | | | | 4,200<br>5.4 | | | | | | 2,020<br>2.6 | | 1,870<br>2.4 | |
| SHARE OF AUDIENCE % | | | 27 | | | | 31 | | | | | | 15 | | 14 | |
| AVG. AUD. BY ¼ HR. % | | | 4.6 | 4.8 | | | 5.5 | 5.3 | | | | | 2.6 | 2.5 | 2.5 | 2.4 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 8.2 | 10.7 | 12.9 | 14.8 | 16.0 | 17.5 | 17.5 | 17.2 | 17.5 | 18.1 | 18.0 | 18.3 | 17.7 | 17.5 | 17.7 | 17.7 |
| WK. 2 | 8.4 | 10.9 | 13.2 | 14.3 | 16.0 | 17.7 | 17.9 | 17.8 | 17.7 | 17.8 | 17.5 | 17.5 | 17.5 | 17.7 | 17.5 | 17.5 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY MON.-FRI. OCT.6-10, 1980

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## DAY MON.-FRI. SEPT.29-OCT.3, 1980

### WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | 5,290 | | | | 5,370 | | 6,070 | | 8,640 | | | | 8,790 | | | |
| TOTAL AUDIENCE (%) | 6.8 | | | | 6.9 | | 7.8 | | 11.1 | | | | 11.3 | | | |
| Program | ← LOVE BOAT DAYTIME → | | | | FAMILY FEUD | | RYAN'S HOPE (SUS-OP) | | ← ALL MY CHILDREN (OP) → | | | | ← ONE LIFE TO LIVE >(S)(OP) (SUS-OP) → | | | |
| AVERAGE AUDIENCE (Households (000)) | 3,810 | | | | 4,590 | | 5,060 | | 6,850 | | | | 7,000 | | | |
| AVERAGE AUDIENCE (%) | 4.9 | 4.7* | | 5.1* | 5.9 | | 6.5 | | 8.8 | 8.4* | | 9.2* | 9.0 | 8.7* | | 9.3* |
| SHARE OF AUDIENCE % | 26 | 26 * | | 26 * | 27 | | 28 | | 34 | 33 * | | 35 * | 34 | 33 * | | 35 * |
| AVG. AUD. BY ¼ HR. % | 4.6 | 4.8 | 4.9 | 5.2 | 5.7 | 6.1 | 6.4 | 6.7 | 8.0 | 8.8 | 9.2 | 9.2 | 8.5 | 9.0 | 9.2 | 9.5 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | 4,750 | | 5,210 | | | | 5,290 | | 7,240 | | | | 6,850 | | | |
| TOTAL AUDIENCE (%) | 6.1 | | 6.7 | | | | 6.8 | | 9.3 | | | | 8.8 | | | |
| Program | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (OP) | | | | SEARCH FOR TOMORROW >(S)(OP) | | ← YOUNG AND THE RESTLESS >(S)(OP) → | | | | ← AS THE WORLD TURNS >(S)(OP) → | | | |
| AVERAGE AUDIENCE (Households (000)) | 4,120 | | 4,510 | | | | 4,590 | | 5,600 | | | | 5,520 | | | |
| AVERAGE AUDIENCE (%) | 5.3 | | 5.8 | | | | 5.9 | | 7.2 | 6.9* | | 7.5* | 7.1 | 7.0* | | 7.2* |
| SHARE OF AUDIENCE % | 29 | | 30 | | | | 25 | | 30 | 29 * | | 30 * | 27 | 27 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | 5.1 | 5.5 | 5.7 | 5.9 | | | 5.9 | 5.9 | 6.6 | 7.1 | 7.5 | 7.4 | 6.9 | 7.1 | 7.3 | 7.2 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | 3,030 | | 3,350 | | 2,330 | | 3,030 | | 5,450 | | | | 4,590 | | | |
| TOTAL AUDIENCE (%) | 3.9 | | 4.3 | | 3.0 | | 3.9 | | 7.0 | | | | 5.9 | | | |
| Program | WHEEL OF FORTUNE | | PASSWORD PLUS | | CARD SHARKS | | DOCTORS | | ← DAYS OF OUR LIVES → | | | | ← ANOTHER WORLD >(S)(OP) → | | | |
| AVERAGE AUDIENCE (Households (000)) | 2,650 | | 2,800 | | 1,870 | | 2,570 | | 4,050 | | | | 3,660 | | | |
| AVERAGE AUDIENCE (%) | 3.4 | | 3.6 | | 2.4 | | 3.3 | | 5.2 | 4.9* | | 5.4* | 4.7 | 4.7* | | 4.6* |
| SHARE OF AUDIENCE % | 19 | | 19 | | 11 | | 14 | | 20 | 19 * | | 21 * | 18 | 18 * | | 17 * |
| AVG. AUD. BY ¼ HR. % | 3.3 | 3.5 | 3.4 | 3.9 | 2.4 | 2.5 | 3.2 | 3.4 | 4.9 | 5.0 | 5.3 | 5.4 | 4.6 | 4.6 | 4.7 | 4.6 |

### WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | 4,510 | | | | 5,060 | | 5,600 | | 8,480 | | | | 8,320 | | | |
| TOTAL AUDIENCE (%) | 5.8 | | | | 6.5 | | 7.2 | | 10.9 | | | | 10.7 | | | |
| Program | ← LOVE BOAT DAYTIME → | | | | FAMILY FEUD | | RYAN'S HOPE (SUS-OP) | | ← ALL MY CHILDREN (OP) → | | | | ← ONE LIFE TO LIVE (MTUTH)(S)(OP). (SUS-OP) → | | | |
| AVERAGE AUDIENCE (Households (000)) | 3,350 | | | | 4,280 | | 4,670 | | 6,610 | | | | 6,690 | | | |
| AVERAGE AUDIENCE (%) | 4.3 | 4.0* | | 4.5* | 5.5 | | 6.0 | | 8.5 | 8.4* | | 8.7* | 8.6 | 8.4* | | 8.8* |
| SHARE OF AUDIENCE % | 23 | 23 * | | 23 * | 25 | | 25 | | 32 | 32 * | | 33 * | 32 | 31 * | | 32 * |
| AVG. AUD. BY ¼ HR. % | 3.8 | 4.2 | 4.4 | 4.6 | 5.1 | 5.8 | 5.8 | 6.2 | 8.0 | 8.7 | 8.7 | 8.6 | 8.2 | 8.6 | 8.8 | 8.8 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | 4,670 | | 5,520 | | | | 5,680 | | 7,240 | | | | 7,470 | | | |
| TOTAL AUDIENCE (%) | 6.0 | | 7.1 | | | | 7.3 | | 9.3 | | | | 9.6 | | | |
| Program | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (OP) | | | | SEARCH FOR TOMORROW >(S)(OP) | | ← YOUNG AND THE RESTLESS → | | | | ← AS THE WORLD TURNS >(S)(OP) → | | | |
| AVERAGE AUDIENCE (Households (000)) | 4,050 | | 4,670 | | | | 4,980 | | 5,680 | | | | 6,150 | | | |
| AVERAGE AUDIENCE (%) | 5.2 | | 6.0 | | | | 6.4 | | 7.3 | 7.0* | | 7.6* | 7.9 | 7.6* | | 8.0* |
| SHARE OF AUDIENCE % | 29 | | 31 | | | | 27 | | 30 | 29 * | | 30 * | 29 | 29 * | | 29 * |
| AVG. AUD. BY ¼ HR. % | 4.9 | 5.5 | 5.9 | 6.1 | | | 6.5 | 6.4 | 6.8 | 7.2 | 7.5 | 7.7 | 7.5 | 7.8 | 7.9 | 8.1 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | 3,110 | | 3,500 | | 2,490 | | 3,270 | | 5,450 | | | | 5,130 | | | |
| TOTAL AUDIENCE (%) | 4.0 | | 4.5 | | 3.2 | | 4.2 | | 7.0 | | | | 6.6 | | | |
| Program | WHEEL OF FORTUNE | | PASSWORD PLUS | | CARD SHARKS | | DOCTORS | | ← DAYS OF OUR LIVES >(S)(OP) → | | | | ← ANOTHER WORLD → | | | |
| AVERAGE AUDIENCE (Households (000)) | 2,720 | | 3,030 | | 2,020 | | 2,720 | | 4,050 | | | | 3,890 | | | |
| AVERAGE AUDIENCE (%) | 3.5 | | 3.9 | | 2.6 | | 3.5 | | 5.2 | 5.0* | | 5.5* | 5.0 | 5.1* | | 4.9* |
| SHARE OF AUDIENCE % | 20 | | 20 | | 12 | | 15 | | 20 | 19 * | | 21 * | 19 | 19 * | | 18 * |
| AVG. AUD. BY ¼ HR. % | 3.4 | 3.7 | 3.7 | 4.1 | 2.5 | 2.7 | 3.5 | 3.5 | 4.8 | 5.1 | 5.4 | 5.6 | 5.1 | 5.1 | 5.0 | 4.9 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 17.8 | 18.5 | 19.1 | 20.6 | 22.6 | 23.8 | 23.6 | 24.5 | 25.1 | 25.9 | 25.6 | 25.7 | 25.3 | 26.5 | 26.8 | 27.1 |
| WK. 2 | 17.7 | 18.8 | 19.4 | 20.8 | 22.6 | 23.7 | 23.6 | 24.2 | 25.1 | 26.2 | 25.8 | 26.2 | 26.1 | 27.2 | 27.6 | 28.2 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



## DAY MON.-FRI. OCT.6-10, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.29-OCT.3, 1980

## WEEK 1

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 10,110<br>13.0 | | | | 4,430<br>5.7 | | | | | | | | | | 10,040<br>12.9 | |
| Program | GENERAL HOSPITAL (SUS-OP) | | | | EDGE OF NIGHT >(S)(OP) | | | | | | | | | | ABC WORLD NEWS TONIGHT | |
| AVERAGE AUDIENCE (Households (000) & %) | 8,250<br>10.6 | 10.3* | | 10.9* | 3,730<br>4.8 | | | | | | | | | | 8,710<br>11.2 | |
| SHARE OF AUDIENCE % | 38 | 38 * | | 37 * | 17 | | | | | | | | | | 23 | |
| AVG. AUD. BY ¼ HR. % | 10.1 | 10.6 | 11.0 | 10.7 | 4.9 | 4.6 | | | | | | | | | 10.9 | 11.5 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 7,080<br>9.1 | | | | 3,580<br>4.6 | | | | | | | | | | 10,580<br>13.6 | |
| Program | GUIDING LIGHT (OP) | | | | ONE DAY AT A TIME-M-F | | | | | | | | | | CBS EVENING NEWS-CRONKITE | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,760<br>7.4 | 7.4* | | 7.4* | 2,960<br>3.8 | | | | | | | | | | 9,340<br>12.0 | |
| SHARE OF AUDIENCE % | 26 | 27 * | | 25 * | 13 | | | | | | | | | | 24 | |
| AVG. AUD. BY ¼ HR. % | 7.4 | 7.4 | 7.5 | 7.3 | 3.6 | 4.1 | | | | | | | | | 11.9 | 12.2 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 4,590<br>5.9 | | | | | | | | | | | | | | 10,270<br>13.2 | |
| Program | TEXAS | | | | | | | | | | | | | | NBC NIGHTLY NEWS | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,420<br>4.4 | 4.4* | | 4.5* | | | | | | | | | | | 9,020<br>11.6 | |
| SHARE OF AUDIENCE % | 16 | 16 * | | 15 * | | | | | | | | | | | 24 | |
| AVG. AUD. BY ¼ HR. % | 4.3 | 4.4 | 4.4 | 4.7 | | | | | | | | | | | 11.2 | 11.9 |

## WEEK 2

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 9,650<br>12.4 | | | | 3,660<br>4.7 | | | | | | | | | | 9,410<br>12.1 | |
| Program | GENERAL HOSPITAL (MTUTH)>(S)(OP) (SUS-OP) | | | | EDGE OF NIGHT (TU&TH)(S)(OP) | | | | | | | | | | ABC WORLD NEWS TONIGHT (TU-F)(S)(OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | 7,780<br>10.0 | 9.7* | | 10.3* | 3,110<br>4.0 | | | | | | | | | | 7,860<br>10.1 | |
| SHARE OF AUDIENCE % | 34 | 35 * | | 34 * | 14 | | | | | | | | | | 22 | |
| AVG. AUD. BY ¼ HR. % | 9.5 | 10.0 | 10.1 | 10.5 | 4.1 | 4.0 | | | | | | | | | 9.9 | 10.4 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 7,780<br>10.0 | | | | 3,580<br>4.6 | | | | | | | | | | 11,510<br>14.8 | |
| Program | GUIDING LIGHT >(S)(OP) | | | | ONE DAY AT A TIME-M-F (MWTHF)(S)(OP) | | | | | | | | | | CBS EVENING NEWS-CRONKITE | |
| AVERAGE AUDIENCE (Households (000) & %) | 6,150<br>7.9 | 7.8* | | 8.0* | 2,960<br>3.8 | | | | | | | | | | 10,040<br>12.9 | |
| SHARE OF AUDIENCE % | 27 | 27 * | | 26 * | 12 | | | | | | | | | | 26 | |
| AVG. AUD. BY ¼ HR. % | 7.8 | 7.9 | 8.1 | 7.9 | 3.6 | 4.0 | | | | | | | | | 12.8 | 13.1 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 5,210<br>6.7 | | | | | | | | | | | | | | 10,580<br>13.6 | |
| Program | TEXAS | | | | | | | | | | | | | | NBC NIGHTLY NEWS | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,810<br>4.9 | 4.8* | | 5.0* | | | | | | | | | | | 9,100<br>11.7 | |
| SHARE OF AUDIENCE % | 17 | 17 * | | 16 * | | | | | | | | | | | 23 | |
| AVG. AUD. BY ¼ HR. % | 4.8 | 4.9 | 4.8 | 5.2 | | | | | | | | | | | 11.5 | 11.9 |

## TV HOUSEHOLDS USING TV (See Def. 1)

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 27.1 | 28.4 | 29.1 | 29.8 | 28.6 | 30.0 | 30.7 | 32.5 | 34.2 | 36.3 | 37.7 | 40.0 | 43.6 | 46.2 | 47.7 | 49.3 |
| WK. 2 | 28.5 | 29.7 | 30.6 | 31.5 | 30.3 | 31.8 | 33.1 | 34.8 | 36.4 | 38.7 | 40.9 | 43.4 | 46.7 | 48.6 | 49.2 | 50.5 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY MON.-FRI. OCT.6-10, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT.4, 1980

## WEEK 1

### ABC TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | GREATEST SUPERFRIENDS-1 (8:00-8:28AM) (+OP) | | GREATEST SUPERFRIENDS-2 (8:28-9:00AM)(OP) | | NEW SCOOBY & SCRAPPY DOO (OP) | | SCOOBY & SCRAPPY DOO-1 (9:30-9:57AM) (+OP) | | SCOOBY & SCRAPPY DOO-2 (9:57-10:30AM)(OP) | | THUNDARR-THE BARBARIAN | |
| TOTAL AUDIENCE (Households (000)) | 3,500 | 4,280 | | | 5,370 | | 5,290 | 5,600 | | | 6,460 | |
| TOTAL AUDIENCE (%) | 4.5 | 5.5 | | | 6.9 | | 6.8 | 7.2 | | | 8.3 | |
| AVERAGE AUDIENCE (Households (000)) | 2,720 | 3,580 | | | 4,670 | | 4,750 | 4,590 | | | 5,450 | |
| AVERAGE AUDIENCE (%) | 3.5 | 4.6 | | | 6.0 | | 6.1 | 5.9 | | | 7.0 | |
| SHARE OF AUDIENCE % | 24 | 25 | | | 29 | | 27 | 29 | | | 30 | |
| AVG. AUD. BY ¼ HR. % | 3.0 | 4.2 | 4.5 | 4.8 | 5.9 | 6.0 | 5.9 | 5.0 | 5.8 | 6.2 | 7.1 | 6.9 |

### CBS TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | MIGHTY MOUSE-HECKL-JECKL (OP) | | TOM AND JERRY (OP) | | BUGS BUNNY/ROAD RUNNER 1 (OP) | | BUGS BUNNY/ROAD RUNNER 2 (OP) | | BUGS BUNNY/ROAD RUNNER 3 (OP) | | ALL NEW POPEYE HOUR 1 (OP) | |
| TOTAL AUDIENCE (Households (000)) | 2,880 | | 3,970 | | 5,600 | | 7,000 | | 6,690 | | 5,680 | |
| TOTAL AUDIENCE (%) | 3.7 | | 5.1 | | 7.2 | | 9.0 | | 8.6 | | 7.3 | |
| AVERAGE AUDIENCE (Households (000)) | 1,950 | | 2,880 | | 4,430 | | 5,990 | | 5,600 | | 4,430 | |
| AVERAGE AUDIENCE (%) | 2.5 | | 3.7 | | 5.7 | | 7.7 | | 7.2 | | 5.7 | |
| SHARE OF AUDIENCE % | 20 | | 22 | | 27 | | 34 | | 31 | | 23 | |
| AVG. AUD. BY ¼ HR. % | 2.1 | 2.9 | 3.1 | 4.4 | 5.1 | 6.3 | 7.4 | 8.0 | 7.4 | 7.1 | 6.1 | 5.4 |

### NBC TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | GODZILLA/DYNOMUTT HOUR I (OP) | | GODZILLA/DYNOMUTT HOUR II (OP) | | FRED & BARNEY/SHMOO 1 (OP) | | FRED & BARNEY/SHMOO 2 (OP) | | FRED & BARNEY/SHMOO 3 (OP) | | DAFFY DUCK SHOW (OP) | |
| TOTAL AUDIENCE (Households (000)) | 2,490 | | 3,810 | | 5,680 | | 4,750 | | 4,750 | | 4,750 | |
| TOTAL AUDIENCE (%) | 3.2 | | 4.9 | | 7.3 | | 6.1 | | 6.1 | | 6.1 | |
| AVERAGE AUDIENCE (Households (000)) | 1,950 | | 3,110 | | 4,430 | | 4,120 | | 3,970 | | 3,810 | |
| AVERAGE AUDIENCE (%) | 2.5 | | 4.0 | | 5.7 | | 5.3 | | 5.1 | | 4.9 | |
| SHARE OF AUDIENCE % | 23 | | 26 | | 28 | | 24 | | 22 | | 21 | |
| AVG. AUD. BY ¼ HR. % | 2.3 | 2.7 | 3.6 | 4.4 | 5.5 | 5.9 | 5.2 | 5.3 | 5.2 | 5.0 | 4.7 | 5.2 |

## WEEK 2

### ABC TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | GREATEST SUPERFRIENDS-1 | | GREATEST SUPERFRIENDS-2 (OP) | | NEW SCOOBY & SCRAPPY DOO (OP) | | SCOOBY & SCRAPPY DOO-1 (9:30-9:58AM) (+OP) | | SCOOBY & SCRAPPY DOO-2 (9:58-10:30AM)(OP) | | THUNDARR-THE BARBARIAN | |
| TOTAL AUDIENCE (Households (000)) | 3,110 | | 4,430 | | 6,690 | | 6,070 | 7,000 | | | 6,220 | |
| TOTAL AUDIENCE (%) | 4.0 | | 5.7 | | 8.6 | | 7.8 | 9.0 | | | 8.0 | |
| AVERAGE AUDIENCE (Households (000)) | 2,490 | | 3,420 | | 5,450 | | 5,060 | 5,600 | | | 5,370 | |
| AVERAGE AUDIENCE (%) | 3.2 | | 4.4 | | 7.0 | | 6.5 | 7.2 | | | 6.9 | |
| SHARE OF AUDIENCE % | 23 | | 23 | | 32 | | 30 | 32 | | | 29 | |
| AVG. AUD. BY ¼ HR. % | 3.1 | 3.4 | 4.2 | 4.6 | 6.9 | 7.0 | 6.6 | 6.6 | 7.3 | 7.3 | 7.0 | 6.8 |

### CBS TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | MIGHTY MOUSE-HECKL-JECKL (OP) | | TOM AND JERRY (OP) | | BUGS BUNNY/ROAD RUNNER 1 (OP) | | BUGS BUNNY/ROAD RUNNER 2 (OP) | | BUGS BUNNY/ROAD RUNNER 3 (OP) | | ALL NEW POPEYE HOUR 1 (OP) | |
| TOTAL AUDIENCE (Households (000)) | 3,810 | | 5,680 | | 6,690 | | 7,550 | | 7,470 | | 6,300 | |
| TOTAL AUDIENCE (%) | 4.9 | | 7.3 | | 8.6 | | 9.7 | | 9.6 | | 8.1 | |
| AVERAGE AUDIENCE (Households (000)) | 2,800 | | 4,360 | | 5,600 | | 6,770 | | 6,460 | | 5,210 | |
| AVERAGE AUDIENCE (%) | 3.6 | | 5.6 | | 7.2 | | 8.7 | | 8.3 | | 6.7 | |
| SHARE OF AUDIENCE % | 27 | | 30 | | 33 | | 36 | | 34 | | 28 | |
| AVG. AUD. BY ¼ HR. % | 2.9 | 4.2 | 5.1 | 6.2 | 6.8 | 7.5 | 8.5 | 9.0 | 8.4 | 8.2 | 6.8 | 6.5 |

### NBC TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | GODZILLA/DYNOMUTT HOUR I (OP) | | GODZILLA/DYNOMUTT HOUR II (OP) | | FRED & BARNEY/SHMOO 1 (OP) | | FRED & BARNEY/SHMOO 2 (OP) | | FRED & BARNEY/SHMOO 3 (OP) | | DAFFY DUCK SHOW (OP) | |
| TOTAL AUDIENCE (Households (000)) | 2,490 | | 4,200 | | 4,590 | | 4,980 | | 5,290 | | 4,360 | |
| TOTAL AUDIENCE (%) | 3.2 | | 5.4 | | 5.9 | | 6.4 | | 6.8 | | 5.6 | |
| AVERAGE AUDIENCE (Households (000)) | 2,020 | | 3,420 | | 3,730 | | 4,200 | | 4,200 | | 3,730 | |
| AVERAGE AUDIENCE (%) | 2.6 | | 4.4 | | 4.8 | | 5.4 | | 5.4 | | 4.8 | |
| SHARE OF AUDIENCE % | 22 | | 24 | | 22 | | 23 | | 22 | | 20 | |
| AVG. AUD. BY ¼ HR. % | 2.2 | 2.9 | 4.0 | 4.7 | 4.8 | 4.9 | 5.4 | 5.5 | 5.7 | 5.2 | 4.7 | 4.9 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 3.7 | 4.6 | 6.1 | 8.7 | 11.1 | 13.7 | 15.7 | 18.1 | 20.3 | 21.7 | 21.8 | 23.0 | 22.9 | 23.4 | 24.6 | 24.7 |
| WK. 2 | 4.9 | 6.5 | 8.0 | 9.7 | 12.3 | 14.7 | 17.5 | 20.2 | 21.6 | 22.6 | 24.1 | 24.3 | 24.6 | 24.3 | 23.5 | 24.4 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

DAY SAT. OCT.11, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

**DAY SAT. OCT.4, 1980**

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 5,760 7.4 | | 5,060 6.5 | | 5,600 7.2 | | 5,370 6.9 | | | | 5,450 7.0 | 15,950 20.5 | | | | |
| Program | HEATHCLIFF & DINGBAT | | PLASTICMAN/BABY PLAS SHOW (OP) | | ABC WEEKEND SPECIALS SCRUFFY, PART 1 | | ← AMERICAN BANDSTAND '80 → | | | | NCAA FOOTBALL PRE GAME | ← NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES (1:42-4:58PM) → | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,820 6.2 | | 4,050 5.2 | | 4,590 5.9 | | 2,960 3.8 | 3.3* | | 4.3* | 5,060 6.5 | 6,850 8.8 | | 8.8* | | 9.3* |
| SHARE OF AUDIENCE % | 28 | | 25 | | 24 | | 14 | 13 * | | 16 * | 24 | 30 | | 33 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | 6.3 | 6.2 | 5.3 | 5.0 | 5.6 | 6.3 | 3.3 | 3.3 | 4.4 | 4.1 | 6.5 | 7.5 | 8.6 | 9.0 | 9.6 | 9.0 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 5,600 7.2 | | 4,590 5.9 | | 4,980 6.4 | | 6,460 8.3 | | 7,160 9.2 | | 3,970 5.1 | | | | | |
| Program | ALL NEW POPEYE HOUR 2 (OP) | | DRAK PACK (OP) | | NEW FAT ALBERT SHOW (OP) | | TARZAN/LONE RANGER-1 (OP) | | TARZAN/LONE RANGER-2 (OP) | | 30 MINUTES | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,430 5.7 | | 3,660 4.7 | | 4,120 5.3 | | 5,370 6.9 | | 5,990 7.7 | | 3,270 4.2 | | | | | |
| SHARE OF AUDIENCE % | 24 | | 20 | | 21 | | 27 | | 28 | | 15 | | | | | |
| AVG. AUD. BY ¼ HR. % | 5.8 | 5.5 | 4.7 | 4.8 | 5.2 | 5.4 | 6.5 | 7.3 | 7.7 | 7.7 | 4.7 | 3.7 | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 5,290 6.8 | | 5,130 6.6 | | 4,430 5.7 | | 4,670 6.0 | | | | | | 3,580 4.6 | 17,270 22.2 | | |
| Program | BATMAN & SUPER 7 I (OP) | | BATMAN & SUPER 7 II (OP) | | JONNY QUEST (OP) | | JETSONS | | | | | | (1) (+OP) | ← NBC MAJOR LEAGUE BASEBALL → DETROIT VS NY(2:19-4:41PM) HOUSTON VS LA(4:41-6:58PM) | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,050 5.2 | | 4,280 5.5 | | 3,500 4.5 | | 3,420 4.4 | | | | | | 3,110 4.0 | 5,290 6.8 | | 4.4* |
| SHARE OF AUDIENCE % | 23 | | 23 | | 18 | | 17 | | | | | | 15 | 20 | | 15 * |
| AVG. AUD. BY ¼ HR. % | 5.2 | 5.3 | 5.2 | 5.9 | 4.4 | 4.5 | 4.1 | 4.6 | | | | | 4.0 | 4.2 | 4.4 | 4.4 |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 7,000 9.0 | | 5,210 6.7 | | 6,380 8.2 | | 4,820 6.2 | 23,110 29.7 | | | | | | | | |
| Program | HEATHCLIFF & DINGBAT | | PLASTICMAN/BABY PLAS SHOW (OP) | | ABC WEEKEND SPECIALS SCRUFFY, PART 2 | | NCAA FOOTBALL PRE GAME | ← NCAA FOOTBALL GAME OKLAHOMA VS TEXAS (12:45-4:11PM) → | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,450 7.0 | | 4,430 5.7 | | 4,820 6.2 | | 4,430 5.7 | 9,020 11.6 | | 8.9* | | 10.9* | | 10.8* | | 11.2* |
| SHARE OF AUDIENCE % | 30 | | 24 | | 22 | | 22 | 39 | | 32 * | | 38 * | | 37 * | | 39 * |
| AVG. AUD. BY ¼ HR. % | 6.9 | 7.1 | 5.8 | 5.6 | 5.9 | 6.4 | 5.7 | 6.5 | 8.4 | 9.3 | 10.8 | 11.1 | 11.3 | 10.3 | 11.0 | 11.4 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 6,300 8.1 | | 5,130 6.6 | | 5,600 7.2 | | 6,920 8.9 | | 6,380 8.2 | | 3,810 4.9 | | | | | |
| Program | ALL NEW POPEYE HOUR 2 (OP) | | DRAK PACK (OP) | | NEW FAT ALBERT SHOW (OP) | | TARZAN/LONE RANGER-1 (OP) | | TARZAN/LONE RANGER-2 (OP) | | 30 MINUTES | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,820 6.2 | | 4,360 5.6 | | 4,590 5.9 | | 5,370 6.9 | | 5,290 6.8 | | 3,030 3.9 | | | | | |
| SHARE OF AUDIENCE % | 26 | | 23 | | 23 | | 25 | | 23 | | 13 | | | | | |
| AVG. AUD. BY ¼ HR. % | 6.1 | 6.2 | 5.6 | 5.6 | 5.7 | 6.2 | 6.4 | 7.4 | 6.7 | 6.8 | 4.2 | 3.6 | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 4,900 6.3 | | 4,980 6.4 | | 4,820 6.2 | | 3,890 5.0 | | | | | | | | | |
| Program | BATMAN & SUPER 7 I (OP) | | BATMAN & SUPER 7 II (OP) | | JONNY QUEST (OP) | | DRAWING POWER | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,970 5.1 | | 4,360 5.6 | | 3,890 5.0 | | 3,110 4.0 | | | | | | | | | |
| SHARE OF AUDIENCE % | 21 | | 23 | | 20 | | 15 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 4.8 | 5.4 | 5.4 | 5.7 | 4.9 | 5.1 | 4.0 | 3.9 | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 23.6 | 23.3 | 23.3 | 23.8 | 24.5 | 25.5 | 25.0 | 26.3 | 27.3 | 28.1 | 28.5 | 28.2 | 27.3 | 28.1 | 29.3 | 29.1 |
| WK. 2 | 23.8 | 24.9 | 24.2 | 24.3 | 24.2 | 26.5 | 27.1 | 28.7 | 29.1 | 29.9 | 29.8 | 30.3 | 30.9 | 31.0 | 31.3 | 31.5 |

U.S. TV Households: 77,800,000

(1)NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:1[illegible]PM)

For explanation of symbols, See page A.

**DAY SAT. OCT.11, 1980**

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT.4, 1980

## WEEK 1

### ABC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | 6,610<br>8.5 | 12,530<br>16.1 | | | | | | | |
| Program | NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES (1:42-4:58PM)(+OP) | | | | | | | | (1) (+OP) | ABC WIDE WORLD-SPORTS SAT (5:05-6:30PM) | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 7.3* | | 8.9* | | 9.5* | | 6,690<br>8.6 | 6,690<br>8.6 | 7.7* | | 8.6* | | 9.2* | | |
| SHARE OF AUDIENCE % | | 26 * | | 30 * | | 29 * | | 25 | 22 | 22 * | | 23 * | | 22 * | | |
| AVG. AUD. BY ¼ HR. % | 7.7 | 6.8 | 8.3 | 9.6 | 9.4 | 9.6 | 9.5 | 8.9 | 7.7 | 7.8 | 7.8 | 9.4 | 10.2 | 8.2 | | |

### CBS TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | 5,910<br>7.6 | | | | | | 6,150<br>7.9 | | | | | | 7,620<br>9.8 | |
| Program | | | CBS SPORTS SPECTACULAR | | | | | | JOCKEY GOLD CUP (5:00-5:54PM)(S)(OP) | | | | | | CBS SAT. NEWS-SCHIEFFER | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,190<br>4.1 | 3.3* | | 4.2* | | 4.7* | 3,730<br>4.8 | 5.0* | | 4.7* | | | 6,300<br>8.1 | |
| SHARE OF AUDIENCE % | | | 13 | 11 * | | 13 * | | 14 * | 13 | 14 * | | 13 * | | | 18 | |
| AVG. AUD. BY ¼ HR. % | | | 3.0 | 3.7 | 4.1 | 4.2 | 4.5 | 4.9 | 5.2 | 4.7 | 4.8 | 4.6 | | | 7.6 | 8.6 |

### NBC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| Program | NBC MAJOR LEAGUE BASEBALL DETROIT VS NEW YORK YANKEES(2:19-4:41PM) HOUSTON VS LOS ANGELES(4:41-6:58PM) | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 5.4* | | 4.8* | | 5.2* | | 5.7* | | 7.4* | | 9.0* | | 9.7* | | 10.5* |
| SHARE OF AUDIENCE % | | 19 * | | 16 * | | 16 * | | 17 * | | 21 * | | 24 * | | 24 * | | 25 * |
| AVG. AUD. BY ¼ HR. % | 5.2 | 5.5 | 4.9 | 4.7 | 5.3 | 5.2 | 5.8 | 5.6 | 7.0 | 7.8 | 8.9 | 9.2 | 9.6 | 9.8 | 10.2 | 10.8 |

## WEEK 2

### ABC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | | | 12,990<br>16.7 | 33,070<br>42.5 | | | | | | | | | | |
| Program | NCAA FOOTBALL GAME OKLAHOMA VS TEXAS (12:45-4:11PM)(+OP) | | | | | (2) (+OP) | NAT'L LEAGUE CHAMP GM 4 PHILADELPHIA VS HOUSTON (4:23-8:27PM) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 12.5* | | 15.5* | 12,910<br>16.6 | 18,210<br>23.4 | | 19.3* | | 20.8* | | 23.5* | | 24.4* | | 24.5* |
| SHARE OF AUDIENCE % | | 41 * | | 46 * | 46 | 50 | | 49 * | | 49 * | | 53 * | | 53 * | | 50 * |
| AVG. AUD. BY ¼ HR. % | 12.2 | 12.9 | 14.9 | 16.1 | 16.4 | 17.5 | 18.7 | 19.8 | 20.5 | 21.1 | 23.1 | 23.8 | 24.7 | 24.0 | 25.0 | 24.0 |

### CBS TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | 7,000<br>9.0 | | | | | | | | 6,540<br>8.4 | |
| Program | | | | | | | CBS SPORTS SPECTACULAR (4:30-5:54PM)(S)(OP) | | | | | | | | CBS SAT. NEWS-SCHIEFFER | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 3,890<br>5.0 | 4.0* | | 5.8* | | 5.2* | | | 5,450<br>7.0 | |
| SHARE OF AUDIENCE % | | | | | | | 12 | 10 * | | 13 * | | 12 * | | | 14 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | 3.6 | 4.5 | 5.4 | 6.2 | 5.6 | 4.5 | | | 6.6 | 7.4 |

### NBC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 6,150<br>7.9 | |
| Program | | | | | | | | | | | | | | | NBC NIGHTLY NEWS-SAT. | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 4,900<br>6.3 | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 13 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 5.7 | 7.0 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 29.4 | 28.8 | 29.5 | 31.2 | 31.6 | 32.4 | 34.0 | 34.6 | 34.2 | 35.0 | 37.1 | 39.2 | 41.0 | 41.7 | 44.5 | 46.7 |
| WK. 2 | 31.8 | 32.7 | 34.0 | 35.6 | 37.0 | 38.5 | 39.7 | 41.4 | 43.2 | 44.1 | 45.0 | 45.6 | 47.8 | 49.0 | 50.6 | 50.9 |

U.S. TV Households: 77,800,000

(1)NCAA FOOTBALL POST GAME,ABC,(4:53-5:05PM)

(2)NAT'L LEAGUE CHAMP PRE 4,ABC,(4:11-4:23PM)(S)

For explanation of symbols, See page A.

DAY SAT. OCT.11, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT.5, 1980

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 2,180<br>2.8 | |
| Program | | | | | | | | | | | | | | | KIDS ARE PEOPLE TOO ! (10:30-11:04AM) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 1,870<br>2.4 | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 11 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 2.4 | 2.5 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 470<br>.6 | | 620<br>.8 | | 4,900<br>6.3 | | | | | | | |
| Program | | | | | THREE ROBONIC STOOGES (OP) | | JASON OF STAR COMMAND (OP) | | ← SUNDAY MORNING → | | | | | | FOR OUR TIMES (SUS) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 390<br>.5 | | 540<br>.7 | | 2,880<br>3.7 | 3.1* | | 3.8* | | 4.1* | | |
| SHARE OF AUDIENCE % | | | | | 8 | | 7 | | 21 | 20 * | | 21 * | | 21 * | | |
| AVG. AUD. BY ¼ HR. % | | | | | << | .5 | .7 | .7 | 3.0 | 3.2 | 3.6 | 4.0 | 4.1 | 4.0 | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 3.6 | |
| Program | | | | | | | | | | | | | | | KIDS ARE PEOPLE TOO ! (10:30-11:01AM) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 2,570<br>3.3 | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 15 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 3.3 | 3.3 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 620<br>.8 | | 860<br>1.1 | | 5,370<br>6.9 | | | | | | | |
| Program | | | | | THREE ROBONIC STOOGES (OP) | | JASON OF STAR COMMAND (OP) | | ← SUNDAY MORNING → | | | | | | FOR OUR TIMES (SUS) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 470<br>.6 | | 780<br>1.0 | | 3,190<br>4.1 | 3.4* | | 4.5* | | 4.4* | | |
| SHARE OF AUDIENCE % | | | | | 8 | | 9 | | 23 | 22 * | | 25 * | | 22 * | | |
| AVG. AUD. BY ¼ HR. % | | | | | .5 | .8 | .9 | 1.1 | 3.3 | 3.5 | 4.4 | 4.5 | 4.5 | 4.2 | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |

## TV HOUSEHOLDS USING TV (See Def. 1)

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 2.0 | 2.6 | 3.6 | 4.2 | 5.5 | 8.1 | 10.3 | 12.9 | 15.7 | 17.7 | 19.4 | 20.3 | 20.6 | 21.5 | 21.5 | 21.7 |
| WK. 2 | 2.6 | 3.5 | 4.5 | 6.2 | 8.0 | 9.3 | 11.2 | 13.5 | 16.0 | 17.7 | 19.3 | 19.5 | 20.8 | 22.4 | 22.1 | 22.4 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY SUN. OCT.12, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT.5, 1980

## WEEK 1

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | 3,190<br>4.1 | | 2,570<br>3.3 | | 2,410<br>3.1 | | 2,570<br>3.3 | | | | | | | | | |
| | Program | KIDS ARE PEOPLE TOO II (11:04-11:30AM) (OP) | | ANIMALS, ANIMALS, ANIMALS (OP) | | ISSUES AND ANSWERS | | COLLEGE FOOTBALL '80 | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 2,490<br>3.2 | | 1,790<br>2.3 | | 2,020<br>2.6 | | 1,790<br>2.3 | | | | | | | | | |
| | SHARE OF AUDIENCE % | 14 | | 10 | | 10 | | 8 | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | 3.0 | 3.4 | 2.3 | 2.3 | 2.5 | 2.6 | 2.1 | 2.4 | | | | | | | | |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | 2,960<br>3.8 | | | | 6,850<br>8.8 | | 22,480<br>28.9 | | | | | | | |
| | Program | | | FACE THE NATION | | | | CBS NFL FOOTBALL PRE GAME | | ← CBS NFL FOOTBALL GAME I — VARIOUS TEAMS AND TIMES (1:00-7:14PM) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 2,260<br>2.9 | | | | 5,290<br>6.8 | | 10,660<br>13.7 | 12.8* | | 14.9* | | 14.3* | | 13.6* |
| | SHARE OF AUDIENCE % | | | 11 | | | | 25 | | 36 | 39 * | | 42 * | | 38 * | | 35 * |
| | AVG. AUD. BY ¼ HR. % | | | 2.8 | 3.0 | | | 5.9 | 7.6 | 11.8 | 13.8 | 14.7 | 15.1 | 14.5 | 14.2 | 13.6 | 13.7 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 3,270<br>4.2 | | 4,820<br>6.2 | | 22,170<br>28.5 | | | | | | | |
| | Program | | | | | MEET THE PRESS | | NFL '80-NBC | | ← NFL FOOTBALL GAME I-NBC — VARIOUS TEAMS AND TIMES (1:00-7:29PM) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,330<br>3.0 | | 3,810<br>4.9 | | 11,130<br>14.3 | 11.8* | | 14.0* | | 13.8* | | 14.6* |
| | SHARE OF AUDIENCE % | | | | | 13 | | 18 | | 38 | 36 * | | 39 * | | 37 * | | 38 * |
| | AVG. AUD. BY ¼ HR. % | [illegible] | | | | | | | | | | | | | | | |

## WEEK 2

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | [illegible]<br>3.7 | | [illegible]<br>2.9 | | [illegible]<br>4.0 | | [illegible]<br>2.8 | | | | | | | | | |
| | Program | KIDS ARE PEOPLE TOO II (11:01-11:30AM) (OP) | | ANIMALS, ANIMALS, ANIMALS (OP) | | ISSUES AND ANSWERS | | COLLEGE FOOTBALL '80 | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 2,410<br>3.1 | | 1,790<br>2.3 | | 2,570<br>3.3 | | 1,560<br>2.0 | | | | | | | | | |
| | SHARE OF AUDIENCE % | 14 | | 9 | | 12 | | 7 | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | 3.2 | 3.0 | 2.0 | 2.6 | 3.3 | 3.3 | 1.7 | 2.3 | | | | | | | | |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | 4,280<br>5.5 | | | | 7,000<br>9.0 | | 24,350<br>31.3 | | | | | | | |
| | Program | | | FACE THE NATION | | | | CBS NFL FOOTBALL PRE GAME | | ← CBS NFL FOOTBALL GAME I — VARIOUS TEAMS AND TIMES (1:00-7:00PM) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 3,660<br>4.7 | | | | 5,520<br>7.1 | | 12,140<br>15.6 | 12.3* | | 16.6* | | 17.3* | | 15.4* |
| | SHARE OF AUDIENCE % | | | 20 | | | | 22 | | 39 | 35 * | | 44 * | | 43 * | | 38 * |
| | AVG. AUD. BY ¼ HR. % | | | 4.5 | 4.9 | | | 6.7 | 7.4 | 10.7 | 13.9 | 15.9 | 17.3 | 17.4 | 17.2 | 15.7 | 15.2 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 2,880<br>3.7 | | 6,380<br>8.2 | | 20,070<br>25.8 | | | | | | | |
| | Program | | | | | MEET THE PRESS | | NFL '80-NBC | | ← NFL FOOTBALL GAME I-NBC — VARIOUS TEAMS AND TIMES (1:00-4:14PM) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,330<br>3.0 | | 4,750<br>6.1 | | 10,110<br>13.0 | 11.4* | | 12.8* | | 13.2* | | 12.1* |
| | SHARE OF AUDIENCE % | | | | | 12 | | 21 | | 34 | 36 * | | 37 * | | 35 * | | 31 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 3.0 | 3.0 | 5.4 | 6.9 | 10.6 | 12.1 | 12.7 | 12.9 | 13.6 | 12.8 | 11.9 | 12.3 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 21.9 | 22.9 | 23.1 | 24.3 | 24.9 | 26.9 | 28.3 | 31.2 | 34.2 | 36.0 | 37.3 | 38.1 | 39.1 | 39.3 | 40.0 | 41.3 |
| | WK. 2 | 22.2 | 22.7 | 24.2 | 25.3 | 26.6 | 28.8 | 30.3 | 30.9 | 32.3 | 33.8 | 35.2 | 36.2 | 37.9 | 38.5 | 38.3 | 39.4 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY SUN. OCT.12, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT.5, 1980

## WEEK 1

### ABC TV

ABC SUNDAY AFTERNOON BSBL — HOUSTON VS LOS ANGELES / PHILADELPHIA VS MONTREAL (3:00–6:45)

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 20,770 | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (%) | 26.7 | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 7,860 | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | 10.1 | 5.2* | | 6.8* | | 8.8* | | 9.6* | | 10.1* | | 11.9* | | 13.5* | | 14.7* |
| SHARE OF AUDIENCE % | 22 | 13 * | | 16 * | | 20 * | | 22 * | | 23 * | | 26 * | | 28 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | 4.7 | 5.7 | 6.2 | 7.5 | 8.9 | 8.7 | 9.5 | 9.7 | 10.0 | 10.1 | 11.3 | 12.4 | 13.2 | 13.8 | 15.4 | 14.0 |

### CBS TV

CBS NFL FOOTBALL GAME 1 — VARIOUS TEAMS AND TIMES ~ (1:00-7:14PM) (3:00–3:45)

CBS NFL FOOTBALL GAME 2 — NEW YORK GIANTS VS DALLAS / SAN FRANCISCO VS LOS ANGELES (4:00-7:14PM) (4:00–6:45)

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 20,150 | | | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 25.9 | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 8,010 | | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | 13.3* | | 13.4* | 10.3 | 9.8* | | 10.2* | | 10.2* | | 10.1* | | 9.5* | | 9.7* |
| SHARE OF AUDIENCE % | | 33 * | | 31 * | 22 | 22 * | | 23 * | | 23 * | | 22 * | | 20 * | | 19 * |
| AVG. AUD. BY ¼ HR. % | 13.7 | 12.9 | 13.1 | 13.8 | 8.5 | 10.2 | 10.4 | 9.9 | 10.2 | 10.1 | 10.6 | 9.6 | 9.4 | 9.6 | 8.9 | 10.5 |

### NBC TV

NFL FOOTBALL GAME 1-NBC — VARIOUS TEAMS AND TIMES ~ (1:00-7:29PM)(→OP) (3:00–3:45)

NFL FOOTBALL POST-NBC (4:01-4:16PM) (4:00)

RELIGIOUS SERIES (SUS) (5:00–5:45)

NBC NIGHTLY NEWS-SUN. (6:30)

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 6,610 | | | | | | | | | | 7,700 | |
| TOTAL AUDIENCE (%) | | | | | 8.5 | | | | | | | | | | 9.9 | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 6,380 | | | | | | | | | | 6,300 | |
| AVERAGE AUDIENCE (%) | | 15.6* | | 15.9* | 8.2 | | | | | | | | | | 8.1 | |
| SHARE OF AUDIENCE % | | 38 * | | 37 * | 19 | | | | | | | | | | 15 | |
| AVG. AUD. BY ¼ HR. % | 15.4 | 15.7 | 16.4 | 15.5 | 8.3 | 6.9 | | | | | | | | | 7.7 | 8.5 |

## WEEK 2

### ABC TV

ABC WRLD NEWS TONIGHT-SUN (6:30)

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | | | | | | | | | | | 6,460 | |
| TOTAL AUDIENCE (%) | | | | | | | | | | | | | | | 8.3 | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | | | | | | | | | 5,680 | |
| AVERAGE AUDIENCE (%) | | | | | | | | | | | | | | | 7.3 | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 15 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 6.9 | 7.7 |

### CBS TV

CBS NFL FOOTBALL GAME 1 — VARIOUS TEAMS AND TIMES ~ (1:00-7:00PM) (OP) (3:00–3:45)

CBS LIBRARY — ANIMAL TALK (5:00–5:45)

CBS EVENING NEWS-DEAN (6:30)

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | | | | | 7,310 | | | | | | 7,390 | |
| TOTAL AUDIENCE (%) | | | | | | | | | 9.4 | | | | | | 9.5 | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | | | 3,660 | | | | | | 6,220 | |
| AVERAGE AUDIENCE (%) | | 16.8* | | 15.2* | | | | | 4.7 | 3.7* | | 5.7* | | | 8.0 | |
| SHARE OF AUDIENCE % | | 39 * | | 36 * | | | | | 11 | 9 * | | 13 * | | | 16 | |
| AVG. AUD. BY ¼ HR. % | 16.8 | 16.9 | 16.2 | 14.2 | | | | | 2.8 | 4.6 | 5.3 | 6.1 | | | 7.8 | 8.2 |

### NBC TV

NFL FOOTBALL GAME 1-NBC — VARIOUS TEAMS AND TIMES ~ (1:00-4:14PM)(→OP) (3:00–4:00)

NFL FOOTBALL GAME 2-NBC — VARIOUS TEAMS AND TIMES ~ (4:14-6:50PM)(6:59-7:14PM)(OP) (4:15–6:45)

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 25,050 | | | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 32.2 | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 11,670 | | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | 13.3* | | 14.8* | 15.0 | | | 13.5* | | 14.2* | | 15.1* | | 16.8* | | 16.8* |
| SHARE OF AUDIENCE % | | 32 * | | 35 * | 33 | | | 32 * | | 34 * | | 36 * | | 36 * | | 34 * |
| AVG. AUD. BY ¼ HR. % | 12.9 | 13.8 | 14.4 | 15.2 | 13.6 | 13.3 | 13.3 | 13.7 | 13.7 | 14.7 | 14.8 | 15.4 | 16.7 | 16.9 | 17.3 | 15.5 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 41.8 | 41.9 | 42.2 | 42.7 | 42.9 | 43.2 | 43.4 | 44.4 | 44.3 | 44.2 | 45.9 | 47.2 | 48.5 | 49.8 | 51.7 | 53.8 |
| WK. 2 | 40.8 | 41.6 | 42.0 | 42.9 | 43.4 | 42.4 | 42.6 | 42.6 | 43.5 | 43.6 | 43.2 | 45.9 | 48.4 | 49.4 | 51.2 | 53.3 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. OCT.12, 1980

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY | | | | | | | | | | | | | | | | | |
| ABC CARTER/MONDALE COMM. 1(S) | 1 | 8.55- 8.59PM | 8.45 | 13,230 | 17.0 | 11,590 | 14.9 | 22 | 14.9 | | | | | | | | |
| ABC ED CLARK FOR PRES. COMM(S) | 2 | 8.55- 8.59PM | 8.45 | | | | | | | | 16,260 | 20.9 | 13,540 | 17.4 | 27 | 17.4 | |
| ABC NFL MONDAY NIGHT FOOTBALL | 1 | 9.00-12.00MD | →GRID | 27,230 | 35.0 | 13,690 | 17.6 | 30 | | | | | | | | | |
| | 2 | 9.00-12.01AM | →GRID | | | | | | | | 29,100 | 37.4 | 16,730 | 21.5 | 36 | | |
| | | | 11.00 | | | | | | 19.0 | | | | | | | 20.1 | |
| | | | 11.15 | | | | 18.1* | 35* | 17.2 | | | | | 19.1* | 35* | 18.1 | |
| | | | 11.30 | | | | | | 16.4 | | | | | | | 16.5 | |
| | | | 11.45 | | | | 15.5* | 38* | 14.7 | | | | | 15.3* | 36* | 14.0 | |
| | | | 12.00 | | | | | | | | | | | | | 13.0 | |
| | 2 | 12.01-12.17AM | (SUS) | | | | | | | | | | | | | | |
| NBC NBC MONDAY NIGHT MOVIES | 2 | 9.00-11.25PM | →GRID | | | | | | | | 21,940 | 28.2 | 12,530 | 16.1 | 26 | | |
| | | | 11.00 | | | | | | | | | | | | | 15.7 | |
| | | | 11.15 | | | | | | | | | | | 14.7* | 29* | 13.3 | |
| EVENING TUESDAY | | | | | | | | | | | | | | | | | |
| ABC NAT'L LEAGUE CHAMP GM 1(S) | 2 | 8.15-11.11PM | →GRID | | | | | | | | 28,630 | 36.8 | 16,800 | 21.6 | 35 | | |
| | | | 11.00 | | | | | | | | | | | | | 19.9 | |
| ABC REAGAN/BUSH COMM.1(S) | 1 | 10.56-11.00PM | 10.45 | 9,650 | 12.4 | 8,400 | 10.8 | 19 | 10.8 | | | | | | | | |
| CBS MOVIE PROMO FILL-TUE(SUS) | 1 | 10.55-11.00PM | 10.45 | | | | | | | | | | | | | | |
| EVENING WEDNESDAY | | | | | | | | | | | | | | | | | |
| ABC NAT'L LEAGUE CHAMP GM 2(S) | 2 | 8.15-11.51PM | →GRID | | | | | | | | 29,720 | 38.2 | 16,570 | 21.3 | 35 | | |
| | | | 11.00 | | | | | | | | | | | | | 24.1 | |
| | | | 11.15 | | | | | | | | | | | 24.0* | 43* | 24.0 | |
| | | | 11.30 | | | | | | | | | | | | | 22.5 | |
| | | | 11.45 | | | | | | | | | | | 21.8* | 48* | 20.1 | |
| | 2 | 11.51-12.02AM | (SUS) | | | | | | | | | | | | | | |
| ABC ED CLARK FOR PRES. COMM(S) | 1 | 10.56-11.00PM | 10.45 | 11,200 | 14.4 | 10,110 | 13.0 | 26 | 13.0 | | | | | | | | |
| CBS REAGAN FOR PRESIDENT-WED(S) | | 10.56-11.00PM | 10.45 | 11,280 | 14.5 | 10,040 | 12.9 | 26 | 12.9 | | 10,350 | 13.3 | 9,410 | 12.1 | 20 | 12.1 | |
| NBC CARTER/MONDALE POLIT./WED(S) | 2 | 10.55-11.00PM | 10.45 | | | | | | | | 14,550 | 18.7 | 13,380 | 17.2 | 29 | 17.2 | |
| NBC REAGAN POLITICAL-WED(S) | 1 | 10.55-11.00PM | 10.45 | 10,190 | 13.1 | 8,950 | 11.5 | 23 | 11.5 | | | | | | | | |
| EVENING THURSDAY | | | | | | | | | | | | | | | | | |
| ABC AMER. LEAGUE CHAMP GM 2(S) | 2 | 8.15-11.27PM | →GRID | | | | | | | | 28,710 | 36.9 | 17,040 | 21.9 | 36 | | |
| | | | 11.00 | | | | | | | | | | | | | 23.8 | |
| | | | 11.15 | | | | | | | | | | | 22.7* | 43* | 21.3 | |
| ABC CARTER/MONDALE COMM. 3(S) | 1 | 10.56-11.00PM | 10.45 | 11,280 | 14.5 | 9,880 | 12.7 | 24 | 12.7 | | | | | | | | |
| CBS REAGAN FOR PRESIDENT-THU(S) | 2 | 9.54- 9.59PM | 9.45 | | | | | | | | 9,570 | 12.3 | 8,790 | 11.3 | 17 | 11.3 | |
| CBS CARTER FOR PRESIDENT-THU(S) | 1 | 10.56-11.00PM | 10.45 | 10,270 | 13.2 | 9,100 | 11.7 | 22 | 11.7 | | | | | | | | |
| NBC CARTER/MONDALE POLIT.-THU(S) | 1 | 10.55-11.00PM | 10.45 | 11,900 | 15.3 | 10,430 | 13.4 | 25 | 13.4 | | | | | | | | |
| NBC ED CLARK-PRES.-THU.(S) | 2 | 10.55-11.00PM | 10.45 | | | | | | | | 14,160 | 18.2 | 12,680 | 16.3 | 28 | 16.3 | |
| EVENING FRIDAY | | | | | | | | | | | | | | | | | |
| ABC AMER. LEAGUE CHAMP GM 3(S) | 2 | 8.15-11.53PM | →GRID | | | | | | | | 29,100 | 37.4 | 15,950 | 20.5 | 37 | | |
| | | | 11.00 | | | | | | | | | | | | | 22.5 | |

CONT'D



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC AMER. LEAGUE CHAMP GM 3(S)-CONT'D | | | | | | | | | | | | | | | | | |
| | | | 11.15 | | | | | | | | | | | 22.5* | 43* | 22.5 | |
| | | | 11.30 | | | | | | | | | | | | | 23.5 | |
| | | | 11.45 | | | | | | | | | | | 23.5* | 51* | 23.4 | |
| | 2 | 11.53-12.06AM | (SUS) | | | | | | | | | | | | | | |
| ABC REAGAN/BUSH COMM. 4(S) | 1 | 10.56-11.00PM | 10.45 | 10,890 | 14.0 | 9,960 | 12.8 | 27 | 12.8 | | | | | | | | |
| CBS CARTER FOR PRESIDENT-FRI(S) | 2 | 10.56-11.00PM | 10.45 | | | | | | | | 14,470 | 18.6 | 13,460 | 17.3 | 32 | 17.3 | |
| NBC CARTER/MONDALE POLIT.-FRI(S) | 1 | 10.55-11.00PM | 10.45 | 7,160 | 9.2 | 6,220 | 8.0 | 17 | 8.0 | | | | | | | | |
| EVENING SATURDAY | | | | | | | | | | | | | | | | | |
| ABC NAT'L LEAGUE CHAMP GM 4(S) | 2 | 4.23- 8.27PM | →GRID | | | | | | | | 33,070 | 42.5 | 18,210 | 23.4 | 50 | | |
| | | | 8.15 | | | | | | | | | | | 26.0* | 48* | 25.0 | |
| ABC ABC NEWSBRIEF-SAT. | | 9.58- 9.59PM | 9.45 | 13,380 | 17.2 | 13,380 | 17.2 | 32 | 17.2 | | 14,320 | 18.4 | 14,320 | 18.4 | 33 | 18.4 | |
| ABC CARTER/MONDALE COMM. 5(S) | 1 | 10.56-11.00PM | 10.45 | 11,980 | 15.4 | 10,580 | 13.6 | 28 | 13.6 | | | | | | | | |
| CBS NEWSBREAK-SAT. | | 8.28- 8.29PM | 8.15 | 9,340 | 12.0 | 9,340 | 12.0 | 23 | 12.0 | | 11,440 | 14.7 | 11,440 | 14.7 | 26 | 14.7 | |
| CBS CARTER FOR PRESIDENT-SAT(S) | 1 | 10.56-11.00PM | 10.45 | 10,810 | 13.9 | 9,340 | 12.0 | 25 | 12.0 | | | | | | | | |
| NBC NBC NEWS UPDATE-SAT. | 1 | 9.02- 9.03PM | 9.00 | 10,040 | 12.9 | 10,040 | 12.9 | 24 | 12.9 | | | | | | | | |
| | 2 | 9.07- 9.10PM | 9.00 | | | | | | | | 8,170 | 10.5 | 8,090 | 10.4 | 19 | 10.4 | |
| NBC REAGAN/BUSH POLITICAL-SAT(S) | 2 | 10.55-11.00PM | 10.45 | | | | | | | | 10,190 | 13.1 | 8,950 | 11.5 | 23 | 11.5 | |
| EVENING SUNDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-SUN. | | 7.58- 7.59PM | 7.45 | 10,740 | 13.8 | 10,740 | 13.8 | 22 | 13.8 | | 15,090 | 19.4 | 15,090 | 19.4 | 32 | 19.4 | |
| ABC NAT'L LEAGUE CHAMP GM 5(S) | 2 | 8.00-11.55PM | →GRID | | | | | | | | 36,330 | 46.7 | 21,630 | 27.8 | 44 | | |
| | | | 11.45 | | | | | | | | | | | 31.8* | 62* | 31.0 | |
| ABC CARTER/MONDALE COMM. 6(S) | 1 | 10.55-11.00PM | 10.45 | 10,580 | 13.6 | 8,560 | 11.0 | 20 | 11.0 | | | | | | | | |
| ABC REAGAN/BUSH COMM. 5(S) | 1 | 10.50-10.54PM | 10.45 | 10,970 | 14.1 | 10,270 | 13.2 | 24 | 13.2 | | | | | | | | |
| ABC NAT'L LEAGUE CHAMP POST(S) | 2 | 11.55-12.06AM | →GRID | | | | | | | | 16,880 | 21.7 | 16,490 | 21.2 | 51 | | |
| | | | 12.00 | | | | | | | | | | | | | 20.3 | |
| CBS CBS NFL FOOTBALL GAME 2 | 1 | 4.10- 7.14PM | →GRID | 20,150 | 25.9 | 8,010 | 10.3 | 22 | | | | | | | | | |
| | | | 7.00 | | | | | | 14.6 | | | | | | | | |
| CBS 60 MINUTES | 1 | 7.14- 8.14PM | →GRID | 26,060 | 33.5 | 18,670 | 24.0 | 40 | | | | | | | | | |
| | | | 8.00 | | | | | | 24.6 | | | | | | | | |
| CBS PERFECT MATCH(S) | 1 | 8.14-10.14PM | →GRID | 22,250 | 28.6 | 15,020 | 19.3 | 29 | | | | | | | | | |
| | | | 10.00 | | | | | | 20.5 | | | | | | | | |
| CBS NEWSBREAK-SUN. | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | 9,340 | 12.0 | 9,340 | 12.0 | 18 | 12.0 | |
| | 1 | 9.08- 9.09PM | 9.00 | 14,160 | 18.2 | 14,160 | 18.2 | 27 | 18.2 | | | | | | | | |
| CBS ALICE | 1 | 10.14-10.44PM | →GRID | 12,680 | 16.3 | 11,050 | 14.2 | 22 | | | | | | | | | |
| | | | 10.30 | | | | | | 14.0 | | | | | | | | |
| CBS JEFFERSONS | 1 | 10.44-11.14PM | →GRID | 14,550 | 18.7 | 11,670 | 15.0 | 29 | | | | | | | | | |
| | | | 11.00 | | | | | | 15.9 | | | | | | | | |
| CBS REAGAN FOR PRESIDENT-SUN(S) | 2 | 10.56-11.00PM | 10.45 | | | | | | | | 7,860 | 10.1 | 6,770 | 8.7 | 14 | 8.7 | |
| NBC NFL FOOTBALL GAME 2-NBC | 2 | 4.14- 6.50PM | →GRID | | | | | | | | 25,050 | 32.2 | 11,670 | 15.0 | 33 | | |
| | 2 | 6.59- 7.14PM | | | | | | | | | | | | | | | |
| | | | 7.00 | | | | | | | | | | | | | 14.4 | |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING SUNDAY-CONT'D | | | | | | | | | | | | | | | | | |
| NBC DISNEY'S WONDERFUL WORLD | 2 | 7.14- 9.14PM | →GRID | | | | | | | | | | | | | | |
| | | | 9.00 | | | | | | | | 24,430 | 31.4 | 13,620 | 17.5 | 28 | | |
| NBC NBC NEWS UPDATE-SUN. | 1 | 8.58- 8.59PM | 8.45 | 14,160 | 18.2 | 14,160 | 18.2 | 27 | 18.2 | | | | | | | 20.9 | |
| | 2 | 9.12- 9.13PM | 9.00 | | | | | | | | | | | | | | |
| NBC ED CLARK-PRES.-SUN.(S) | 2 | 11.09-11.14PM | 11.00 | | | | | | | | 13,690 | 17.6 | 13,690 | 17.6 | 26 | 17.6 | |
| NBC DECISION '80-SUN | 2 | 11.44-12.14AM | →GRID | | | | | | | | 13,380 | 17.2 | 12,210 | 15.7 | 26 | 15.7 | |
| | | | 12.00 | | | | | | | | 3,500 | 4.5 | 2,570 | 3.3 | 9 | | |
| | | | | | | | | | | | | | | | | 3.4 | |
| EVENING MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-M-F | 2 | > | 8.00 | | | | | | | | | | | | | | |
| | 1 | > | 8.15 | 11,440 | 14.7 | 11,590 | 14.9 | 24 | 13.1 | M-F | 12,600 | 16.2 | 12,760 | 16.4 | 28 | 15.4 | M-F |
| | | | 8.45 | | | | | | 16.8 | MON. | | | | | | 16.1 | TU |
| | | | 9.45 | | | | | | 14.3 | TU-TH | | | | | | 18.1 | MON. |
| ABC ABC NEWS:NIGHTLINE T-TH | | > | 11.30 | 7,700 | 9.9 | 6,920 | 8.9 | 27 | 9.1 | TU-TH | 7,240 | 9.3 | 6,610 | 8.5 | 33 | 10.6 | TU-TH |
| | | | 11.45 | | | | | | 8.5 | TU-TH | | | | | | 9.6 | TU&TH |
| | | | 12.00 | | | | | | | | | | | | | 9.1 | TU&TH |
| | | | 12.15 | | | | | | | | | | | | | 7.8 | TU&TH |
| | | | 12.30 | | | | | | | | | | | | | 7.2 | WED. |
| | | | 12.45 | | | | | | | | | | | | | 6.2 | WED. |
| ABC FRIDAYS | 1 | 11.30-12.40AM | 11.30 | 9,180 | 11.8 | 5,290 | 6.8 | 23 | 8.7 | FRI. | | | | | | | |
| | | | 11.45 | | | | 8.2* | 24* | 7.7 | FRI. | | | | | | | |
| | | | 12.00 | | | | | | 6.2 | FRI. | | | | | | | |
| | | | 12.15 | | | | 5.9* | 21* | 5.5 | FRI. | | | | | | | |
| | | | 12.30 | | | | | | 5.5 | FRI. | | | | | | | |
| ABC CHARLIE'S ANGELS-11.30 | 1 | 11.50-12.57AM | 11.45 | 5,450 | 7.0 | 3,730 | 4.8 | 20 | 5.2 | THU. | | | | | | | |
| | | | 12.00 | | | | | | 5.1 | THU. | | | | | | | |
| | | | 12.15 | | | | 4.9* | 19* | 4.8 | THU. | | | | | | | |
| | | | 12.30 | | | | | | 4.6 | THU. | | | | | | | |
| | | | 12.45 | | | | 4.4* | 24* | 4.1 | THU. | | | | | | | |
| ABC LOVE BOAT-11.30 | 1 | 11.51-12.58AM | 11.45 | 5,290 | 6.8 | 3,730 | 4.8 | 23 | 5.3 | WED. | | | | | | | |
| | | | 12.00 | | | | | | 4.9 | WED. | | | | | | | |
| | | | 12.15 | | | | 5.0* | 23* | 5.1 | WED. | | | | | | | |
| | | | 12.30 | | | | | | 4.7 | WED. | | | | | | | |
| | | | 12.45 | | | | 4.5* | 25* | 4.2 | WED. | | | | | | | |
| ABC TUESDAY MOVIE-WEEK-PART 1 | 1 | 11.50- 1.01AM | 11.45 | 4,900 | 6.3 | 2,960 | 3.8 | 17 | 4.8 | TUE. | | | | | | | |
| | 2 | 12.05- 1.16AM | 12.00 | | | | | | 4.1 | TUE. | 5,370 | 6.9 | 3,420 | 4.4 | 24 | 6.0 | TUE. |
| | | | 12.15 | | | | 3.8* | 16* | 3.6 | TUE. | | | | 5.3* | 23* | 4.8 | TUE. |
| | | | 12.30 | | | | | | 3.4 | TUE. | | | | | | 4.2 | TUE. |
| | | | 12.45 | | | | 3.4* | 18* | 3.3 | TUE. | | | | 4.0* | 23* | 3.8 | TUE. |
| | | | 1.00 | | | | | | 3.2 | TUE. | | | | | | 3.6 | TUE. |
| | | | 1.15 | | | | | | | | | | | | | 3.6 | TUE. |
| ABC CHARLIE'S ANGELS-11.30 | 2 | 12.18- 1.26AM | 12.15 | | | | | | | | 4,360 | 5.6 | 3,190 | 4.1 | 22 | 4.7 | THU. |
| | | | 12.30 | | | | | | | | | | | | | 4.3 | THU. |
| | | | 12.45 | | | | | | | | | | | 4.3* | 23* | 4.2 | THU. |
| | | | 1.00 | | | | | | | | | | | | | 3.8 | THU. |
| | | | 1.15 | | | | | | | | | | | 3.6* | 23* | 3.4 | THU. |
| ABC ABC NEWS:NIGHTLINE MON CONT'D | 1 | 12.30-12.55AM | 12.30 | 4,430 | 5.7 | 3,730 | 4.8 | 24 | 5.2 | MON. | | | | | | | |

 U.S. TV HOUSEHOLDS: 77,800,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC ABC NEWS:NIGHTLINE MON-CONT'D | | | | | | | | | | | | | | | | | |
| | 2 | 12.48- 1.08AM | 12.45 | | | | | | 4.3 | MON. | 3,500 | 4.5 | 3,350 | 4.3 | 25 | 4.5 | MON. |
| | | | 1.00 | | | | | | | | | | | | | 3.9 | MON. |
| ABC POLICE WOMAN-THU. | 1 | 12.57- 1.33AM | 12.45 | 3,190 | 4.1 | 2,800 | 3.6 | 24 | 4.0 | THU. | | | | | | | |
| | | | 1.00 | | | | | | 3.7 | THU. | | | | | | | |
| | | | 1.15 | | | | 3.5* | 23* | 3.4 | THU. | | | | | | | |
| | | | 1.30 | | | | | | 3.3 | THU. | | | | | | | |
| | 1 | 1.33- 2.06AM | (SUS) | | | | | | | | | | | | | | |
| ABC POLICE WOMAN-WED. | 1 | 12.58- 1.09AM | 12.45 | 2,720 | 3.5 | 2,650 | 3.4 | 21 | 3.5 | WED. | | | | | | | |
| | | | 1.00 | | | | | | 3.4 | WED. | | | | | | | |
| | 1 | 1.09- 2.07AM | (SUS) | | | | | | | | | | | | | | |
| ABC POLICE WOMAN-THU. | 2 | 1.26- 1.44AM | 1.15 | | | | | | | | 2,330 | 3.0 | 2,260 | 2.9 | 22 | 3.0 | THU. |
| | | | 1.30 | | | | | | | | | | | | | 2.8 | THU. |
| | 2 | 1.44- 2.35AM | (SUS) | | | | | | | | | | | | | | |
| ABC TUESDAY MOVIE-WEEK-PART 2 | 2 | 1.16- 1.29AM | 1.15 | | | | | | | | 2,410 | 3.1 | 2,330 | 3.0 | 23 | 3.0 | TUE. |
| | 2 | 1.29- 2.18AM | (SUS) | | | | | | | | | | | | | | |
| CBS NEWSBREAK-M-F | 1 | > | 8.15 | 11,200 | 14.4 | 10,740 | 13.8 | 23 | 9.7 | M-F | | | | | | | |
| | | | 8.30 | | | | | | 22.5 | TU-F | | | | | | | |
| | 2 | > | 8.45 | | | | | | 13.1 | TU-F | 9,960 | 12.8 | 9,960 | 12.8 | 20 | 12.8 | M-F. |
| CBS CAMPAIGN COUNTDOWN-WED(S) | 1 | 11.30-12.03AM | 11.30 | 6,220 | 8.0 | 4,900 | 6.3 | 21 | 6.5 | WED. | | | | | | | |
| | 2 | 11.30-12.02AM | 11.30 | | | | | | | | 5,290 | 6.8 | 4,360 | 5.6 | 15 | 6.1 | WED. |
| | | | 11.45 | | | | | | 6.1 | WED. | | | | | | 5.2 | WED. |
| | | | 12.00 | | | | | | 5.8 | WED. | | | | | | 5.0 | WED. |
| CBS CARTER FOR PRESIDENT-MON(S) | 1 | 11.30-11.34PM | 11.30 | 7,240 | 9.3 | 6,460 | 8.3 | 23 | 8.3 | MON. | | | | | | | |
| CBS LATE MOVIE I | | > | 11.30 | 6,920 | 8.9 | 4,510 | 5.8 | 22 | 7.1 | M-F | 6,220 | 8.0 | 4,120 | 5.3 | 21 | 6.2 | M-TH |
| | | | 11.45 | | | | 6.9* | 21* | 6.7 | MTUTHF | | | | 6.3* | 19* | 6.2 | MTUTH |
| | | | 12.00 | | | | | | 5.9 | M-F | | | | | | 5.3 | M-TH |
| | | | 12.15 | | | | 5.6* | 22* | 5.2 | M-F | | | | 5.2* | 21* | 5.1 | M-TH |
| | | | 12.30 | | | | | | 4.7 | M-F | | | | | | 4.9 | M-TH |
| | | | 12.45 | | | | 3.8* | 21* | 4.2 | M-F | | | | 4.0* | 23* | 3.7 | M-TH |
| | | | 1.00 | | | | | | 4.0 | WED. | | | | | | 3.5 | WED. |
| | | | 1.15 | | | | | | | | | | | | | 3.4 | WED. |
| CBS NBA ON CBS(S) | 2 | 11.30- 2.01AM | 11.30 | | | | | | | | 6,300 | 8.1 | 2,490 | 3.2 | 12 | 5.2 | FRI. |
| | | | 11.45 | | | | | | | | | | | 4.7* | 11* | 4.3 | FRI. |
| | | | 12.00 | | | | | | | | | | | | | 3.8 | FRI. |
| | | | 12.15 | | | | | | | | | | | 3.7* | 11* | 3.6 | FRI. |
| | | | 12.30 | | | | | | | | | | | | | 3.2 | FRI. |
| | | | 12.45 | | | | | | | | | | | 2.9* | 12* | 2.6 | FRI. |
| | | | 1.00 | | | | | | | | | | | | | 2.5 | FRI. |
| | | | 1.15 | | | | | | | | | | | 2.4* | 12* | 2.4 | FRI. |
| | | | 1.30 | | | | | | | | | | | | | 2.5 | FRI. |
| | | | 1.45 | | | | | | | | | | | 2.5* | 15* | 2.4 | FRI. |
| | | | 2.00 | | | | | | | | | | | | | 2.5 | FRI. |
| CBS REAGAN FOR PRES.-TUE-1130(S) | 2 | 11.30-11.34PM | 11.30 | | | | | | | | 5,760 | 7.4 | 5,370 | 6.9 | 20 | 6.9 | TUE. |
| CBS LATE MOVIE II | | > | 12.30 | 3,580 | 4.6 | 2,650 | 3.4 | 20 | 4.1 | MTUTHF | 3,500 | 4.5 | 2,960 | 3.8 | 25 | 4.5 | MTUTH |
| | | | 12.45 | | | | | | 3.8 | MTUTHF | | | | | | 4.1 | MTUTH |
| | | | 1.00 | | | | | | 3.3 | MTUTHF | | | | | | 3.7 | MTUTH |

CONT'D

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS LATE MOVIE II-CONT'D | | | 1.15 | | | | 3.1* | 20* | 2.9 | MTUTHF | | | | 3.6* | 25* | 3.5 | MTUTH |
| CBS PROMO FILL-THU-1(SUS) | 1 | 12.38-12.45AM | 12.30 | | | | | | | THU. | | | | | | | |
| | 2 | 12.35-12.45AM | 12.30 | | | | | | | | | | | | | | THU. |
| CBS PROMO FILL-WED(SUS) | 1 | 1.10- 2.06AM | 1.00 | | | | | | | WED. | | | | | | | |
| CBS PROMO FILL-FRI(SUS) | 1 | 1.26- 1.54AM | 1.15 | | | | | | | FRI. | | | | | | | |
| CBS PROMO FILL-MON(SUS) | 1 | 1.27- 1.58AM | 1.15 | | | | | | | MON. | | | | | | | |
| | 2 | 1.24- 1.53AM | 1.15 | | | | | | | | | | | | | | MON. |
| CBS PROMO FILL-THU-2(SUS) | 1 | 1.19- 1.50AM | 1.15 | | | | | | | THU. | | | | | | | |
| | 2 | 1.22- 1.51AM | 1.15 | | | | | | | | | | | | | | THU. |
| CBS PROMO FILL-TUE(SUS) | 2 | 1.27- 2.29AM | 1.15 | | | | | | | | | | | | | | TUE. |
| CBS PROMO FILL-WED(SUS) | 2 | 1.17- 2.00AM | 1.15 | | | | | | | | | | | | | | WED. |
| CBS PROMO-FILL-TUE(SUS) | 1 | 1.26- 2.44AM | 1.15 | | | | | | | TUE. | | | | | | | |
| NBC NBC NEWS UPDATE-M-F | | > | 8.45 | 14,000 | 18.0 | 14,000 | 18.0 | 29 | 18.4 | M-F | 15,170 | 19.5 | 15,170 | 19.5 | 30 | 18.8 | M-F |
| | | | 9.00 | | | | | | 16.6 | TUE. | | | | | | 22.4 | TUE. |
| NBC TOMORROW SHOW-1 | 1 | > | 11.30 | 4,360 | 5.6 | 3,730 | 4.8 | 22 | 7.9 | M-TH | | | | | | | |
| | | | 11.45 | | | | | | 6.8 | MON. | | | | | | | |
| | | | 12.30 | | | | | | 4.2 | TU-TH | | | | | | | |
| | | | 12.45 | | | | | | 3.5 | TU-TH | | | | | | | |
| NBC TONIGHT SHOW | | 11.30-12.30AM | 11.30 | 8,790 | 11.3 | 5,450 | 7.0 | 24 | 8.3 | TU-F | 7,240 | 9.3 | 4,360 | 5.6 | 19 | 7.0 | M-F |
| | | | 11.45 | | | | 7.7* | 24* | 7.2 | TU-F | | | | 6.5* | 18* | 5.8 | M-F |
| | | | 12.00 | | | | | | 6.7 | TU-F | | | | | | 5.6 | M-F |
| | | | 12.15 | | | | 6.2* | 25* | 5.8 | TU-F | | | | 5.3* | 20* | 4.9 | M-F |
| | | | 12.30 | | | | | | | | | | | | | 3.9 | MON. |
| | | | 12.45 | | | | | | | | | | | 3.8* | 20* | 3.6 | MON. |
| NBC TOMORROW SHOW-2 | 1 | > | 12.00 | 3,190 | 4.1 | 2,330 | 3.0 | 19 | 5.9 | M-TH | | | | | | | |
| | | | 12.15 | | | | 5.3* | 21* | 4.7 | MON. | | | | | | | |
| | | | 12.30 | | | | | | 4.1 | MON. | | | | | | | |
| | | | 12.45 | | | | 4.1* | 20* | 4.1 | MON. | | | | | | | |
| | | | 1.00 | | | | | | 2.9 | TU-TH | | | | | | | |
| | | | 1.15 | | | | 2.6* | 17* | 2.4 | TU-TH | | | | | | | |
| | | | 1.30 | | | | | | 2.2 | TU-TH | | | | | | | |
| | | | 1.45 | | | | 2.3* | 19* | 1.9 | TU-TH | | | | | | | |
| | 1 | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| NBC MIDNIGHT SPECIAL | | 12.30- 2.00AM | 12.30 | 4,980 | 6.4 | 2,650 | 3.4 | 19 | 4.2 | FRI. | 5,060 | 6.5 | 2,720 | 3.5 | 18 | 3.7 | FRI. |
| | | | 12.45 | | | | 3.9* | 18* | 3.7 | FRI. | | | | 3.7* | 16* | 3.7 | FRI. |
| | | | 1.00 | | | | | | 3.5 | FRI. | | | | | | 3.7 | FRI. |
| | | | 1.15 | | | | 3.3* | 18* | 3.2 | FRI. | | | | 3.6* | 18* | 3.4 | FRI. |
| | | | 1.30 | | | | | | 3.0 | FRI. | | | | | | 3.5 | FRI. |
| | | | 1.45 | | | | 2.9* | 20* | 2.9 | FRI. | | | | 3.3* | 20* | 3.0 | FRI. |
| NBC TOMORROW SHOW-1 | 2 | > | 12.30 | | | | | | | | 2,880 | 3.7 | 2,330 | 3.0 | 18 | 3.5 | M-TH |
| | | | 12.45 | | | | | | | | | | | | | 2.8 | M-TH |
| | | | 1.00 | | | | | | | | | | | | | 2.7 | MON. |
| | | | 1.15 | | | | | | | | | | | | | 2.5 | MON. |
| NBC NBC SAT NITE LIVE(S) | 1 | 1.00- 2.16AM | 1.00 | 3,030 | 3.9 | 1,710 | 2.2 | 20 | 2.6 | MON. | | | | | | | |
| | | | 1.15 | | | | 2.5* | 19* | 2.4 | MON. | | | | | | | |

CONT'D



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| NBC NBC SAT NITE LIVE(S)-CONT'D | | | 1.30 | | | | | | 2.2 | MON. | | | | | | | |
| | | | 1.45 | | | | 2.1* | 21* | 2.0 | MON. | | | | | | | |
| | | | 2.00 | | | | | | 1.9 | MON. | | | | | | | |
| | | | 2.15 | | | | | | 2.0 | MON. | | | | | | | |
| NBC TOMORROW SHOW-2 | 1 | 2.16- 2.30AM | (SUS) | | | | | | | | | | | | | | |
| | 2 | > | 1.00 | | | | | | | | 2,410 | 3.1 | 1,710 | 2.2 | 18 | 2.7 | M-TH |
| | | | 1.15 | | | | | | | | | | | 2.5* | 18* | 2.3 | M-TH |
| | | | 1.30 | | | | | | | | | | | | | 2.1 | M-TH |
| | | | 1.45 | | | | | | | | | | | 2.0* | 19* | 1.8 | M-TH |
| | | | 2.00 | | | | | | | | | | | | | 1.8 | MON. |
| | 2 | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| DAY MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC CARTER/MONDALE COMM. 4(S) | 1 | 8.56- 9.00AM | 8.45 | 4,050 | 5.2 | 3,890 | 5.0 | 29 | 5.0 | FRI. | | | | | | | |
| ABC CARTER/MONDALE COMMITTEE(S) | 2 | 8.56- 9.00AM | 8.45 | | | | | | | | 3,500 | 4.5 | 3,350 | 4.3 | 25 | 4.3 | FRI. |
| ABC REAGAN/BUSH COMM. 2(S) | | 8.56- 9.00AM | 8.45 | 3,890 | 5.0 | 3,420 | 4.4 | 25 | 4.4 | WED. | 4,050 | 5.2 | 3,730 | 4.8 | 27 | 4.8 | WED. |
| ABC FYI-12.58(SUS) | | 12.58-12.59PM | 12.45 | | | | | | | M-F | | | | | | | M-F |
| ABC ABC DAYTIME NEWSBRIEF-M-F | | 1.57- 1.59PM | 1.45 | 6,850 | 8.8 | 6,540 | 8.4 | 32 | 8.4 | M-F | 6,610 | 8.5 | 6,380 | 8.2 | 31 | 8.2 | M-F |
| ABC FAMILY FEUD-FRI(B) | 2 | 2.00- 2.30PM | 2.00 | | | | | | | | 4,510 | 5.8 | 3,890 | 5.0 | 20 | 5.0 | FRI. |
| | | | 2.15 | | | | | | | | | | | | | 5.0 | FRI. |
| ABC FAMILY FEUD-WED(B) | 2 | 2.00- 2.30PM | 2.00 | | | | | | | | 6,070 | 7.8 | 5,210 | 6.7 | 24 | 6.6 | WED. |
| | | | 2.15 | | | | | | | | | | | | | 6.7 | WED. |
| ABC AMER. LEAGUE CHAMP PRE 1(S) | 2 | 2.30- 2.49PM | 2.30 | | | | | | | | 6,920 | 8.9 | 6,380 | 8.2 | 30 | 8.0 | WED. |
| | | | 2.45 | | | | | | | | | | | | | 8.9 | WED. |
| ABC NAT'L LEAGUE CHAMP PRE 3(S) | 2 | 2.30- 2.53PM | 2.30 | | | | | | | | 6,220 | 8.0 | 5,290 | 6.8 | 27 | 6.6 | FRI. |
| | | | 2.45 | | | | | | | | | | | | | 7.2 | FRI. |
| ABC AMER. LEAGUE CHAMP GM 1(S) | 2 | 2.49- 6.08PM | 2.45 | | | | | | | | 19,450 | 25.0 | 9,410 | 12.1 | 36 | 9.2 | WED. |
| | | | 3.00 | | | | | | | | | | | | | 9.2 | WED. |
| | | | 3.15 | | | | | | | | | | | 9.4* | 31* | 9.6 | WED. |
| | | | 3.30 | | | | | | | | | | | | | 10.0 | WED. |
| | | | 3.45 | | | | | | | | | | | 10.5* | 34* | 10.9 | WED. |
| | | | 4.00 | | | | | | | | | | | | | 11.1 | WED. |
| | | | 4.15 | | | | | | | | | | | 11.3* | 36* | 11.6 | WED. |
| | | | 4.30 | | | | | | | | | | | | | 12.6 | WED. |
| | | | 4.45 | | | | | | | | | | | 12.9* | 38* | 13.2 | WED. |
| | | | 5.00 | | | | | | | | | | | | | 13.8 | WED. |
| | | | 5.15 | | | | | | | | | | | 14.0* | 38* | 14.2 | WED. |
| | | | 5.30 | | | | | | | | | | | | | 14.3 | WED. |
| | | | 5.45 | | | | | | | | | | | 14.8* | 37* | 15.4 | WED. |
| | | | 6.00 | | | | | | | | | | | | | 13.6 | WED. |
| ABC CARTER/MONDALE COMM. 2(S) | 1 | 2.54- 3.00PM | 2.45 | 8,950 | 11.5 | 8,170 | 10.5 | 38 | 10.5 | TUE. | | | | | | | |
| ABC FYI-2.58(SUS) | | 2.58- 2.59PM | 2.45 | | | | | | | M-F | | | | | | | M-F |
| ABC NAT'L LEAGUE CHAMP GM 3(S) | 2 | 2.53- 6.28PM | 2.45 | | | | | | | | 22,950 | 29.5 | 11,050 | 14.2 | 40 | 7.8 | FRI. |
| | | | 3.00 | | | | | | | | | | | | | 9.1 | FRI. |
| | | | 3.15 | | | | | | | | | | | 9.9* | 35* | 10.8 | FRI. |
| | | | 3.30 | | | | | | | | | | | | | 11.7 | FRI. |
| | | | 3.45 | | | | | | | | | | | 12.0* | 39* | 12.2 | FRI. |

CONT'D



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC NAT'L LEAGUE CHAMP GM 3(S)-CONT'D | | | | | | | | | | | | | | | | | |
| | | | 4.00 | | | | | | | | | | | | | 12.5 | FRI. |
| | | | 4.15 | | | | | | | | | | | 12.8* | 40* | 13.0 | FRI. |
| | | | 4.30 | | | | | | | | | | | | | 13.5 | FRI. |
| | | | 4.45 | | | | | | | | | | | 13.5* | 38* | 13.5 | FRI. |
| | | | 5.00 | | | | | | | | | | | | | 14.6 | FRI. |
| | | | 5.15 | | | | | | | | | | | 15.4* | 39* | 16.1 | FRI. |
| | | | 5.30 | | | | | | | | | | | | | 17.9 | FRI. |
| | | | 5.45 | | | | | | | | | | | 18.0* | 42* | 18.2 | FRI. |
| | | | 6.00 | | | | | | | | | | | | | 19.8 | FRI. |
| | | | 6.15 | | | | | | | | | | | 19.8* | 43* | 19.9 | FRI. |
| ABC FYI-3.58(SUS) | | 3.58- 3.59PM | 3.45 | | | | | | | M-F | | | | | | | M-F |
| ABC REAGAN/BUSH COMM. 1(S) | 2 | 3.54- 4.00PM | 3.45 | | | | | | | | 8,320 | 10.7 | 6,770 | 8.7 | 30 | 8.7 | TUE. |
| ABC NAT'L WEST DIV. CHAMP(S) | 2 | 4.00- 7.30PM | 4.00 | | | | | | | | 23,420 | 30.1 | 11,130 | 14.3 | 34 | 9.6 | MON. |
| | | | 4.15 | | | | | | | | | | | 9.7* | 31* | 9.7 | MON. |
| | | | 4.30 | | | | | | | | | | | | | 10.4 | MON. |
| | | | 4.45 | | | | | | | | | | | 11.0* | 32* | 11.6 | MON. |
| | | | 5.00 | | | | | | | | | | | | | 12.7 | MON. |
| | | | 5.15 | | | | | | | | | | | 13.3* | 36* | 13.9 | MON. |
| | | | 5.30 | | | | | | | | | | | | | 14.7 | MON. |
| | | | 5.45 | | | | | | | | | | | 14.7* | 35* | 14.6 | MON. |
| | | | 6.00 | | | | | | | | | | | | | 15.9 | MON. |
| | | | 6.15 | | | | | | | | | | | 15.9* | 34* | 16.0 | MON. |
| | | | 6.30 | | | | | | | | | | | | | 16.2 | MON. |
| | | | 6.45 | | | | | | | | | | | 16.9* | 34* | 17.6 | MON. |
| | | | 7.00 | | | | | | | | | | | | | 19.1 | MON. |
| | | | 7.15 | | | | | | | | | | | 18.5* | 35* | 17.9 | MON. |
| ABC REAGAN/BUSH COMM. 3(S) | 1 | 4.26- 4.30PM | 4.15 | 3,110 | 4.0 | 3,030 | 3.9 | 13 | 3.9 | FRI. | | | | | | | |
| CBS SUNRISE SEMESTER(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | M-F | | | | | | | M-F |
| CBS SUNRISE SEMESTER MWF(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | M-F | | | | | | | M-F |
| CBS MAGAZINE(S) | 1 | 10.00-11.00AM | 10.00 | 4,280 | 5.5 | 2,650 | 3.4 | 20 | 3.4 | THU. | | | | | | | |
| | | | 10.15 | | | | 3.3* | 20* | 3.2 | THU. | | | | | | | |
| | | | 10.30 | | | | | | 3.4 | THU. | | | | | | | |
| | | | 10.45 | | | | 3.4* | 21* | 3.4 | THU. | | | | | | | |
| CBS NEWSBREAK-11.57 | | 11.57-11.59AM | 11.45 | 4,360 | 5.6 | 4,200 | 5.4 | 27 | 5.4 | M-F | 4,360 | 5.6 | 4,280 | 5.5 | 28 | 5.5 | M-F |
| CBS CARTER FOR PRESIDENT-THU(S) | 2 | 12.55-12.59PM | 12.45 | | | | | | | | 5,600 | 7.2 | 5,450 | 7.0 | 28 | 7.0 | THU. |
| CBS CARTER FOR PRESIDENT-WED(S) | 1 | 12.55-12.59PM | 12.45 | 4,820 | 6.2 | 4,280 | 5.5 | 24 | 5.5 | WED. | | | | | | | |
| CBS REAGAN FOR PRESIDENT-MON(S) | 1 | 1.54- 1.58PM | 1.45 | 5,760 | 7.4 | 5,290 | 6.8 | 26 | 6.8 | MON. | | | | | | | |
| CBS CARTER FOR PRESIDENT-TUE(S) | 1 | 2.54- 2.59PM | 2.45 | 6,300 | 8.1 | 5,910 | 7.6 | 28 | 7.6 | TUE. | | | | | | | |
| CBS REAGAN FOR PRESIDENT-TUE(S) | 2 | 2.54- 2.59PM | 2.45 | | | | | | | | 5,990 | 7.7 | 5,520 | 7.1 | 27 | 7.1 | TUE. |
| CBS NEWSBREAK-3.57 | | 3.57- 3.59PM | 3.45 | 4,750 | 6.1 | 4,510 | 5.8 | 20 | 5.8 | M-F | 4,900 | 6.3 | 4,670 | 6.0 | 19 | 6.0 | M-F |
| CBS REAGAN FOR PRESIDENT-3.53(S) | 2 | 3.53- 3.57PM | 3.45 | | | | | | | | 4,980 | 6.4 | 4,750 | 6.1 | 19 | 6.1 | WED. |
| CBS BODY HUMAN:FACTS-GIRLS(S) | 2 | 4.00- 4.30PM | 4.00 | | | | | | | | 6,460 | 8.3 | 5,450 | 7.0 | 24 | 6.9 | TUE. |
| | | | 4.15 | | | | | | | | | | | | | 7.1 | TUE. |
| NBC NBC NEWS UPDATE 10:58AM(SUS) | | 10.58-10.59AM | 10.45 | | | | | | | M-F | | | | | | | M-F |



**FOR EXPLANATION OF SYMBOLS, SEE PAGE A.**

***HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).**

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD.BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD.BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| NBC CARTER/MONDALE POLIT.-WED(S) | 2 | 1.55- 2.00PM | 1.45 | | | | | | | | 4,430 | 5.7 | 4,120 | 5.3 | 20 | 5.3 | WED. |
| NBC CARTER/MONDALE POLIT.-MON(S) | 1 | 2.55- 3.00PM | 2.45 | 4,360 | 5.6 | 4,280 | 5.5 | 20 | 5.5 | MON. | | | | | | | |
| DAY SATURDAY | | | | | | | | | | | | | | | | | |
| ABC GREATEST SUPERFRIENDS-1 | 1 | 8.00- 8.28AM | →GRID | 3,500 | 4.5 | 2,720 | 3.5 | 24 | | | | | | | | | |
| | | | 8.15 | | | | | | 4.0 | | | | | | | | |
| ABC SCHOOLHOUSE ROCK-8.56AM | | 8.56- 8.59AM | 8.45 | 3,730 | 4.8 | 3,350 | 4.3 | 22 | 4.3 | | 5,060 | 6.5 | 4,510 | 5.8 | 29 | 5.8 | |
| ABC SCHOOLHOUSE ROCK-9.26AM | | 9.26- 9.29AM | 9.15 | 4,670 | 6.0 | 4,590 | 5.9 | 27 | 5.9 | | 4,980 | 6.4 | 4,820 | 6.2 | 27 | 6.2 | |
| ABC SCOOBY & SCRAPPY DOO-1(S) | 1 | 9.30- 9.57AM | →GRID | 5,290 | 6.8 | 4,750 | 6.1 | 27 | | | | | | | | | |
| | 2 | 9.30- 9.58AM | →GRID | | | | | | | | 6,070 | 7.8 | 5,060 | 6.5 | 30 | | |
| | | | 9.45 | | | | | | 6.4 | | | | | | | 6.4 | |
| ABC SCHOOLHOUSE ROCK-10.26AM | | 10.26-10.29AM | 10.15 | 4,900 | 6.3 | 4,750 | 6.1 | 29 | 6.1 | | 5,450 | 7.0 | 5,130 | 6.6 | 29 | 6.6 | |
| ABC DEAR ALEX & ANNIE-11.55AM | | 11.55-11.59AM | 11.45 | 4,430 | 5.7 | 3,500 | 4.5 | 21 | 4.5 | | 4,280 | 5.5 | 3,580 | 4.6 | 19 | 4.6 | |
| ABC NCAA FOOTBALL GAME | 2 | 12.45- 4.11PM | →GRID | | | | | | | | 23,110 | 29.7 | 9,020 | 11.6 | 39 | | |
| | 1 | 1.45- 4.53PM | →GRID | 15,950 | 20.5 | 6,850 | 8.8 | 30 | | | | | | | | | |
| | | | 4.00 | | | | | | | | | | | | | 17.1 | |
| | | | 4.45 | | | | 9.6* | 28* | 9.8 | | | | | | | | |
| ABC NAT'L LEAGUE CHAMP PRE 4(S) | 2 | 4.11- 4.23PM | →GRID | | | | | | | | 12,990 | 16.7 | 12,910 | 16.6 | 46 | | |
| | | | 4.15 | | | | | | | | | | | | | 16.8 | |
| ABC NCAA FOOTBALL POST GAME | 1 | 4.53- 5.05PM | →GRID | 6,610 | 8.5 | 6,690 | 8.6 | 25 | | | | | | | | | |
| | | | 5.00 | | | | | | 8.2 | | | | | | | | |
| CBS SUNRISE SEMESTER SAT(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | | | | | | | | |
| CBS IN THE NEWS- 8.26AM | | 8.26- 8.29AM | 8.15 | 2,570 | 3.3 | 2,330 | 3.0 | 22 | 3.0 | | 3,500 | 4.5 | 3,420 | 4.4 | 30 | 4.4 | |
| CBS IN THE NEWS- 8.56AM | | 8.56- 8.59AM | 8.45 | 3,580 | 4.6 | 3,190 | 4.1 | 23 | 4.1 | | 4,900 | 6.3 | 4,670 | 6.0 | 30 | 6.0 | |
| CBS IN THE NEWS- 9.26AM | | 9.26- 9.29AM | 9.15 | 5,290 | 6.8 | 5,130 | 6.6 | 30 | 6.6 | | 6,380 | 8.2 | 6,150 | 7.9 | 35 | 7.9 | |
| CBS IN THE NEWS- 9.59AM | | 9.59-10.02AM | 9.45 | 6,220 | 8.0 | 6,150 | 7.9 | 34 | 7.9 | | 7,160 | 9.2 | 7,080 | 9.1 | 37 | 9.2 | |
| | | | 10.00 | | | | | | 7.9 | | | | | | | 9.0 | |
| CBS IN THE NEWS-10.56AM | | 10.56-10.59AM | 10.45 | 4,430 | 5.7 | 4,200 | 5.4 | 22 | 5.4 | | 5,130 | 6.6 | 4,980 | 6.4 | 26 | 6.4 | |
| CBS IN THE NEWS-11.26AM | | 11.26-11.29AM | 11.15 | 4,360 | 5.6 | 4,050 | 5.2 | 22 | 5.2 | | 5,290 | 6.8 | 4,980 | 6.4 | 26 | 6.4 | |
| CBS IN THE NEWS-11.56AM | | 11.56-11.59AM | 11.45 | 4,280 | 5.5 | 3,730 | 4.8 | 20 | 4.8 | | 4,670 | 6.0 | 4,280 | 5.5 | 23 | 5.5 | |
| CBS IN THE NEWS-12.26PM | | 12.26-12.29PM | 12.15 | 4,430 | 5.7 | 4,200 | 5.4 | 21 | 5.4 | | 5,290 | 6.8 | 4,750 | 6.1 | 23 | 6.1 | |
| CBS IN THE NEWS-12.56PM | | 12.56-12.59PM | 12.45 | 5,520 | 7.1 | 5,370 | 6.9 | 26 | 6.9 | | 5,680 | 7.3 | 5,290 | 6.8 | 24 | 6.8 | |
| CBS IN THE NEWS- 1.26PM | | 1.26- 1.29PM | 1.15 | 6,220 | 8.0 | 5,680 | 7.3 | 26 | 7.3 | | 5,520 | 7.1 | 4,820 | 6.2 | 21 | 6.2 | |
| CBS CARTER FOR PRESIDENT-SAT(S) | 2 | 5.54- 5.59PM | 5.45 | | | | | | | | 4,510 | 5.8 | 3,890 | 5.0 | 11 | 5.0 | |
| CBS REAGAN FOR PRESIDENT-SAT(S) | 1 | 5.54- 5.59PM | 5.45 | 5,060 | 6.5 | 4,430 | 5.7 | 15 | 5.7 | | | | | | | | |
| NBC TIME OUT-8:28AM | | 8.28- 8.30AM | 8.15 | 2,490 | 3.2 | 2,410 | 3.1 | 25 | 3.1 | | 2,490 | 3.2 | 2,490 | 3.2 | 24 | 3.2 | |
| NBC ASK NBC NEWS-8:58AM | | 8.58- 9.00AM | 8.45 | 3,580 | 4.6 | 3,420 | 4.4 | 26 | 4.4 | | 3,890 | 5.0 | 3,810 | 4.9 | 25 | 4.9 | |
| NBC TIME OUT-9:28AM | | 9.28- 9.30AM | 9.15 | 4,590 | 5.9 | 4,510 | 5.8 | 27 | 5.8 | | 4,280 | 5.5 | 4,120 | 5.3 | 24 | 5.3 | |
| NBC ASK NBC NEWS-9:58AM | | 9.58-10.00AM | 9.45 | 4,280 | 5.5 | 4,200 | 5.4 | 24 | 5.4 | | 4,670 | 6.0 | 4,590 | 5.9 | 25 | 5.9 | |
| NBC TIME OUT-10:28AM | | 10.28-10.30AM | 10.15 | 4,050 | 5.2 | 3,810 | 4.9 | 21 | 4.9 | | 4,120 | 5.3 | 3,810 | 4.9 | 20 | 4.9 | |
| NBC ASK NBC NEWS-10:58AM | | 10.58-11.00AM | 10.45 | 4,050 | 5.2 | 3,970 | 5.1 | 22 | 5.1 | | 3,350 | 4.3 | 3,350 | 4.3 | 18 | 4.3 | |

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

## *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY SATURDAY-CONT'D | | | | | | | | | | | | | | | | | |
| NBC TIME OUT-11:28AM | | 11.28-11.30AM | 11.15 | 4,280 | 5.5 | 4,120 | 5.3 | 23 | 5.3 | | 4,280 | 5.5 | 4,120 | 5.3 | 21 | 5.3 | |
| NBC ASK NBC NEWS-11:58AM | | 11.58-12.00NN | 11.45 | 5,060 | 6.5 | 4,900 | 6.3 | 26 | 6.3 | | 4,670 | 6.0 | 4,590 | 5.9 | 24 | 5.9 | |
| NBC TIME OUT-12:28PM | | 12.28-12.30PM | 12.15 | 3,190 | 4.1 | 3,110 | 4.0 | 16 | 4.0 | | 3,970 | 5.1 | 3,810 | 4.9 | 19 | 4.9 | |
| NBC NBC MAJOR LEAGUE PRE GAME | 1 | 2.00- 2.19PM | →GRID | 3,580 | 4.6 | 3,110 | 4.0 | 15 | | | | | | | | | |
| | | | 2.15 | | | | | | 3.8 | | | | | | | | |
| DAY SUNDAY | | | | | | | | | | | | | | | | | |
| ABC KIDS ARE PEOPLE TOO I | 1 | 10.30-11.04AM | →GRID | 2,180 | 2.8 | 1,870 | 2.4 | 11 | | | | | | | | | |
| | 2 | 10.30-11.01AM | →GRID | | | | | | | | 2,800 | 3.6 | 2,570 | 3.3 | 15 | | |
| | | | 11.00 | | | | | | 2.6 | | | | | | | 3.0 | |
| ABC DEAR ALEX & ANNIE-11.26AM | | 11.26-11.29AM | 11.15 | 2,800 | 3.6 | 2,650 | 3.4 | 15 | 3.4 | | 2,490 | 3.2 | 2,490 | 3.2 | 14 | 3.2 | |
| ABC SCHOOLHOUSE ROCK-11.55AM | | 11.55-11.59AM | 11.45 | 1,870 | 2.4 | 1,790 | 2.3 | 10 | 2.3 | | 2,410 | 3.1 | 2,410 | 3.1 | 12 | 3.1 | |
| CBS IN THE NEWS- 8.26AM-SUN. | | 8.26- 8.29AM | 8.15 | 540 | .7 | 540 | .7 | 10 | .7 | | 700 | .9 | 700 | .9 | 11 | .9 | |
| CBS IN THE NEWS- 8.56AM-SUN. | | 8.56- 8.59AM | 8.45 | 620 | .8 | 540 | .7 | 6 | .7 | | 1,090 | 1.4 | 1,010 | 1.3 | 10 | 1.3 | |
| CBS CBS NFL FOOTBALL POST(B) | 2 | 4.12- 4.19PM | 4.00 | | | | | | | | 3,350 | 4.3 | 2,720 | 3.5 | 8 | 3.7 | |
| | | | 4.15 | | | | | | | | | | | | | 3.4 | |
| NBC NFL FOOTBALL GAME 1-NBC | 1 | 1.00- 4.01PM | →GRID | 22,170 | 28.5 | 11,130 | 14.3 | 38 | | | | | | | | | |
| | 2 | 1.00- 4.10PM | →GRID | | | | | | | | 20,070 | 25.8 | 10,110 | 13.0 | 34 | | |
| | | | 4.00 | | | | | | 13.0 | | | | | | | 14.0 | |
| NBC NFL FOOTBALL POST 2-NBC | 2 | 6.53- 6.59PM | 6.45 | | | | | | | | 7,390 | 9.5 | 6,610 | 8.5 | 17 | 8.5 | |

 U.S. TV HOUSEHOLDS: 77,800,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).